**ABSTRACT**

Stefani / 29150007 / 2019 / Influence Analysis of *Return on Asset, Debt to equity Ratio, and Net Profit Margin* to stock price of manufacture firms Listed at Indonesia Stock Exchange in 2015 – 2017 period / Advisor : Dr. Ir. Abdullah Rakhman, M. M.

ROA, DER and NPM are some of the many indicators that can determine stock prices. By using a ratio to calculate these indicators, the results show each indicator against the stock price. In general, companies with high ROA & NPM indicate that the performance of the company is good because the company has high profits, so that it has an impact on the increase in stock prices. And companies with low DER usually indicate that the company has a good performance and has an impact on increasing stock prices. However, in some previous studies different results were shown. Because of this, researchers are interested in proving the three indicators have a positive or negative influence or have no influence on stock prices.

The purpose of this research was to determine the influence ROA, DER, and NPM to stock price. This research uses stock price that measured by looking into the LOG closing price. Signalling theory stated that ROA & NPM will affect positive to stock price. And pecking order stated that DER will affect negative to stock price, however ROA & NPM will affect positif affect to stock price.

The sample in this research are manufacturing companies that are listed in the Indonesia Stock Exchange during 2015-2017 period. Number of companies that are qualified are 76 companies with 228 observation sample. This research uses multiple regression analysis to test the hypothesis with SPSS 20 Program. The samples are obtained by using purposive sampling method.

The result of this research prove that ROA, & NPM have a positive significant influence to stock price. However, DER does not have a significant influence to stock price.

This research shows that manufacture firms listed at the Indonesia Stock Exchange with high ROA & NPM have a good performance and will attract investors to buy stocks from that company. Therefore, high ROA & NPM will increasing the stock price.

Key words : Return on Asset, Debt to Equity Ratio, Net Profit Margin, and stock price.