

## ABSTRAK

Penelitian ini memfokuskan pada analisis rasio keuangan dan pengaruhnya terhadap harga saham dengan tujuan untuk menganalisis pengaruh antara *Net Profit Margin (NPM)*, *Current Ratio (CR)*, *Return On Asset (ROA)* dan *Debt to Equity Ratio (DER)* terhadap Harga Saham pada Perusahaan Sektor Transportasi yang *go public* di Indonesia. Metode penelitian yang digunakan adalah metode kuantitatif. Data diperoleh melalui studi dokumentasi terhadap laporan keuangan perusahaan yang terdaftar di Bursa Efek Indonesia (BEI). Sampel perusahaan yang diambil adalah perusahaan transportasi dengan jumlah 42. Data diolah dengan menggunakan analisis kuantitatif dengan bantuan aplikasi SPSS. Hasil penelitian menunjukkan bahwa *Net Profit Margin (NPM)* secara individu berpengaruh terhadap harga saham. *Current Ratio (CR)* secara individu berpengaruh terhadap harga saham. *Return On Asset (ROA)* secara individu berpengaruh terhadap harga saham. *Debt to Equity Ratio (DER)* secara individu tidak berpengaruh terhadap harga saham.

**Kata Kunci:** Rasio keuangan, *Net Profit Margin (NPM)*, *Current Ratio (CR)*, *Return On Asset (ROA)*, *Debt to Equity Ratio (DER)*

## ABSTRACT

*This study focuses on the analysis of financial ratios and their effect on stock prices with the aim of analyzing the effect of Net Profit Margin (NPM), Current Ratio (CR), Return On Assets (ROA) and Debt to Equity Ratio (DER) on Stock Prices in Companies Transportation Sector that went public in Indonesia. The research method used is a quantitative method. The data was obtained through a documentary study of the financial reports of companies listed on the Indonesia Stock Exchange (IDX). The sample companies taken were transportation companies with a total of 42. Data were processed using quantitative analysis with the help of the SPSS application. The results of the study show that the Net Profit Margin (NPM) individually affects stock prices. Current Ratio (CR) individually affects stock prices. Return On Assets (ROA) individually affects stock prices. The Debt to Equity Ratio (DER) individually has no effect on stock prices.*

**Keywords:** Financial ratios, *Net Profit Margin (NPM)*, *Current Ratio (CR)*, *Return On Assets (ROA)*, *Debt to Equity Ratio (DER)*