

ABSTRACT

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EFFECT OF PROFITABILITY RATIO ON BBKA SHARE PRICES BEFORE AND DURING THE COVID-19 PANDEMIC

The purpose of this study is to see whether ROA, ROE, EPS and NPM have an effect on BBKA's stock price. Population In this study PT Bank Central Asia Tbk was listed on the IDX in the 2017-2020 quarter through sampling technology, namely purposive sampling. The data analysis technique used is multiple linear regression analysis to determine whether a variable affects other variables as well as the significance test (F test) and partial significance test (t test). The results of the study using the simultaneous test (F test) show that the variables ROA, ROE, EPS, and NPM have a significant effect on stock prices at the same time, meaning that the level of earnings tested above will affect changes in stock prices. If the profit margin increases, the share price will increase, and vice versa. The results of the significance test (t test) show that although the variables ROA, ROE, and NPM are positive, partially they will not affect stock prices, while the EPS variable has a significant effect on stock prices and is positive.

Keywords: Return on Assets (ROA), Return on Equity (ROE), Earning Per Share (EPS), Net Profit Margin (NPM), Stock Price