

## **ABSTRAC**

*The effect of ROA, ROE, NPM, and GPM on Stock Returns of Technology Companies Listed on the BEI*

Ayundah Riani<sup>1)</sup>, Dr Chajar Matari Fath Mala, S.E., M.M.<sup>2)</sup>

1) *Development Jaya University Management Study Student Program*

2) *Lecturer of Pembangunan Jaya University Management Study Program*

*This research was conducted with the aim of testing the influence of the ROA, ROE, NPM, and GPM variables on stock returns in the technology sector in 2019–2022. This research uses quantitative methods with research objects in the technology sector listed on the Indonesia Stock Exchange in 2019–2022. The data from this research uses secondary data taken from the official website of the Indonesia Stock Exchange (BEI) ([www.idx.co.id](http://www.idx.co.id)) as a determinant of the data sample. Researchers also used the Yahoo.finance website to see the share prices of the companies studied. The data collection technique in this research used a purposive sampling technique. There were 11 technology companies. The data analysis technique used in this research is panel data regression analysis using panel data estimation (Chow test, Hausman test, and Lagrange multiplier test), classical assumption test, and hypothesis testing (coefficient of determination test, t test, and F test) with Eviews 13 software. Simultaneously, the results of this research show that ROA, ROE, NPM, and GPM have a significant effect on stock returns. Partially, ROA and NPM have a positive and significant effect, ROE has a negative and significant effect, and GPM has no effect on stock returns.*

**Keywords:** *ROA, ROE, NPM, GPM, Stock Return*