

## ABSTRAK

Arlan nuari, 1410115511006, Jurusan Manajemen, Tahun 2019, Pengaruh Intellectual capital, Return on asset, dan Net interest margin terhadap Harga saham, dibawa bimbingan Ibuk Yosi Yulia, SE, MM, Ak, CA sebagai Pembimbing I dan Ibuk Neni Sri Wahyuni Nengsi, SE, MM sebagai Pembimbing II. Tujuan penelitian ini adalah untuk menguji pengaruh Intellectual capital, Return on asset, dan Net interest margin terhadap Harga saham perusahaan Perbankan yang terdaftar di bursa efek indonesia. Penelitian ini menggunakan metode *purposive sampling* untuk penentuan sampel dengan jumlah populasi sebanyak 43 perusahaan dan sampel sebanyak 10 perusahaan. Metode analisis yang digunakan dalam penelitian ini adalah metode *Random Effects* dengan program Eviews 8 Secara parsial.

Hasil penelitian ini memunjukkan bahwa Intellectual capital berpengaruh terhadap Harga saham sedangkan Return on asset, dan Net interest margin tidak berpengaruh dalam pendeteksian Harga saham. Secara simultan Intellectual capital, Return on asset, dan Net interest margin berpengaruh positif dan signifikan dalam pendeteksian Harga saham. Sebaiknya perusahaan harus lebih memperhatikan tingkat kemampuan memperoleh laba harga saham (Intellectual capital ) yang biasanya dinilai untuk melihat sejauh mana perusahaan menghasilkan laba.

*Kata kunci* : Intellectual capital, Return on asset, Net interest margin.

## ABSTRACT

Arlan Nuari, 1410115511006, *Department of Management, 2019, Influence of Intellectual capital, Return on assets, and Net interest margin on stock prices, was taken by Ms. Yosi Yulia, SE, MM, Ak, CA as Advisor I and Mrs. Neni Sri Wahyuni Nengsi, SE, MM as Advisor II. The purpose of this study was to examine the effect of Intellectual capital, Return on assets, and Net interest margin on the share price of Banking companies listed on the Indonesian stock exchange. This study uses a purposive sampling method for determining the sample with a population of 43 companies and a sample of 10 companies. The analytical method used in this study is the Random Effects method with the program eviesw 8 Partially.*

*the results of this study show that Intellectual capital has an effect on stock prices while Return on assets, and Net interest margin have no effect in detecting stock prices. Simultaneously Intellectual capital, Return on assets, and Net interest margin have a positive and significant effect on stock price detection. It is better for companies to pay more attention to the level of ability to obtain profits from stock prices (Intellectual capital) which are usually assessed to see the extent to which a company makes a profit.*

*Keywords : Intellectual capital, Return on asset, Net interest margin*