1st International Conference on Business, Economics, Accounting, and Technology 2025 (IC-BEAT 2025)
Instructions for Authors Abstract Submission Guidelines
A. Submission Instructions
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1st International Conference on Business, Economics, Accounting, and Technology

TITLE OF ARTICLE

(Arial; bold; font 16; uppercase, left-aligned, title is limited to 15 words)

first author[1], second author[2*], third author[3].
(Arial; font 11; corresponding author's (*) should be bold; left-aligned)

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[2] second author's affiliation (Arial; font 11; left-aligned)
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Abstract

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The COVID-19 pandemic has increased public interest in investing, especially in the banking sector, which is known for its stability. However, many investors still lack understanding of fundamental analysis. This study aims to examine the effect of Return on Asset (ROA), Return on Equity (ROE), and Net Profit Margin (NPM) on stock prices of banking companies listed on the Indonesia Stock Exchange during the 2011–2023 period. This research uses a quantitative approach with purposive sampling and multiple linear regression analysis using SPSS. The results show that ROA has no significant effect on stock prices. In contrast, ROE has a significant negative effect, while NPM has a significant positive effect on stock prices. These findings indicate that investors tend to consider net profit margins more than asset efficiency, and that high ROE may be perceived as a signal of high leverage risk. This research is expected to provide insights for investors in assessing banking performance before making investment decisions.
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Keywords: keyword1, keyword2, keyword3, keyword4, keyword5.
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