

ABSTRAK

Penelitian ini bertujuan untuk menguji dan mengetahui pengaruh Profitabilitas, Likuiditas, dan Aktivitas terhadap harga saham perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017.

Populasi dalam penelitian ini terdiri dari 11 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive Sampling* dengan berdasarkan kriteria yang telah ditentukan oleh peneliti. Metode analisis yang digunakan adalah analisis linier berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solutions*) versi 20. Penelitian ini menggunakan variabel profitabilitas untuk menggambarkan *Return On Asset* (ROA), variabel likuiditas untuk menggambarkan *Current Ratio* (CR), dan variabel aktivitas *Inventory Turn Over* (ITO).

Hasil penelitian menunjukkan bahwa variabel profitabilitas berpengaruh positif dan signifikan terhadap harga saham, sedangkan variabel likuiditas dan aktivitas berpengaruh tidak signifikan terhadap harga saham. Hasil penelitian juga menunjukkan bahwa model penelitian dinyatakan layak.

Kata Kunci : Profitabilitas, Likuiditas, Aktivitas. Dan Harga Saham

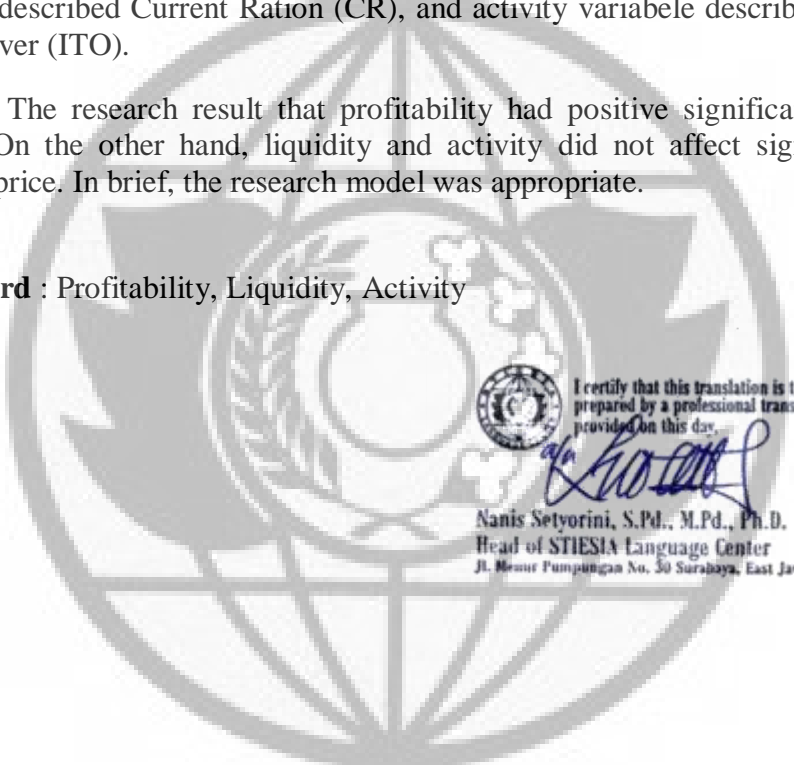
ABSTRACT

This research aimed to examine and find out the effect of profitability, liquidity, and activities on share price of Food and Beverage companies which were stated in Indonesia Stock Exchange 2013-2017.

The population were eleven companies of Food and Beverage which were stated in Indonesia Stock Exchange 2013-2017. The sampling collection technique used purposive sampling in which based on the criteria. While, the data analysis technique used multiple linier with SPSS (Statistical Product and Service) version 20. In additional, profitabilit described Return On Assets (ROA), liquidity described Current Ration (CR), and activity variabele described Inventory Turn Over (ITO).

The research result that profitability had positive significant on shared price. On the other hand, liquidity and activity did not affect significantly on shares price. In brief, the research model was appropriate.

Keyword : Profitability, Liquidity, Activity



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