

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh Likuiditas, *Leverage*, Profitabilitas, dan Rasio Pasar terhadap harga saham pada perusahaan ritel periode 2013-2017 yang terdaftar di Bursa Efek Indonesia. Data yang digunakan untuk dianalisa merupakan data sekunder yang berupa data laporan keuangan perusahaan.

Jenis penelitian ini adalah penelitian kuantitatif. Terdapat 23 perusahaan ritel yang terdaftar di Bursa Efek Indonesia selama 5 tahun periode 2013-2017 dan ada 6 sampel perusahaan dalam penelitian yang diperoleh dengan menggunakan *purposive sampling*, yaitu dengan menentukan sejumlah kriteria untuk memperoleh sampel penelitian. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan SPSS 22.

Hasil pengujian hipotesis melakukan (Uji t) menyatakan bahwa *Current Ratio* berpengaruh signifikan terhadap harga saham, *Debt To Equity* berpengaruh signifikan terhadap harga saham, *Return On Equity* berpengaruh signifikan terhadap harga saham dan *Earning Per Share* berpengaruh signifikan terhadap harga saham.

Kata Kunci: *Current Ratio*, *Debt To Equity*, *Return On Equity*, *Earning Per Share* dan Harga Saham.



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ABSTRACT

This research aimed to examine and analyze the effect of liquidity, leverage, profitability and market ratio on the shares price of retailer companies which were listed on Indonesia Stock Exchange 2013-2017. While the data were secondary in the form of company's financial statement.

The research was quantitative. Moreover, the population was 23 retailer companies which were listed on Indonesia Stock Exchange during 5 years (2013-2017). Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 6 companies as sample. In addition, the data analysis technique used multiple linear regression with SPSS 22.

The research result of hypothesis test, with t test, concluded current ratio had significant effect on the shares price. Likewise, return on equity, debt to equity, and earning per share had significant effect on the shares price.

Keywords: *Current Ratio, Debt to Equity, Return On Equity, Earning Per Share, Shares Price*



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