

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh rasio profitabilitas, likuiditas, dan pasar terhadap harga saham. Rasio profitabilitas diukur dengan menggunakan *return on total asset*, rasio likuiditas diukur dengan menggunakan *current ratio*, dan rasio pasar diukur dengan menggunakan *dividend payout ratio*. Sedangkan harga saham yang digunakan adalah *closing price*.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini adalah perusahaan manufaktur sub sektor *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) dalam rentang tahun 2014-2018. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan menentukan beberapa kriteria untuk memperoleh sampel penelitian. Sampel yang diperoleh sebanyak 9 perusahaan, sehingga total sampel sebanyak 45 laporan keuangan. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan menggunakan SPSS 25.

Hasil penelitian menunjukkan bahwa *return on total asset* berpengaruh terhadap harga saham, *current ratio* tidak berpengaruh terhadap harga saham, dan *dividend payout ratio* berpengaruh terhadap harga saham.

Kata Kunci : Rasio Profitabilitas, Rasio Likuiditas, Rasio Pasar, Harga Saham



ABSTRACT

This research aimed to examine the effect of profitability ratio, liquidity, and market on the stock price. While, profitability ratio was measured by Return on Total Asset, liquidity ratio was measured by Current Ratio, and market ratio was measured by Dividend Payout Ratio. Meanwhile, stock price was measured by closing price.

The research was quantitative. Moreover, the population was som Food and Beverages manufacturing companies which were listed on Indonesia Stock Exchange (IDX) 2014-2018. Moreover, the data collection technique used purposive sampling in which the sample was based on criteria given. In line with, there were 9 companies as sample within five years. Therefore, the total sample were 45 financial statements. In addition, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded return on total asset had affected the stock price. Likewise, the dividend payout ratio had affected the stock price. On the hand, the current ratio did not affect the stock price.

Keywords : Profitability Ratio, Liquidity Ratio, Market Ratio, Stock Price

