ABSTRAK

Perusahaan *food and beverage* merupakan perusahaan yang memproduksi makanan dan minuman yang saat ini sangat dibutuhkan oleh masyarakat, karena produk makanan dan minuman tetap menjadi kebutuhan utama masyarakat. Hal ini membuat investor tertarik untuk berinvestasi. Penelitian ini bertujuan untuk menguji pengaruh kinerja keuangan terhadap *return* saham yang terdaftar di BEI selama periode 2014-2018.

Populasi yang digunakan dalam penelitian ini sebanyak 24 perusahaan yang terdaftar di BEI. Teknik pengambilan sampel menggunakan metode *purposive sampling* dan sampel yang diperoleh sebanyak 11 perusahaan. Jenis penelitian ini merupakan penelitian kuantitatif, dengan menggunakan metode analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh positif dan signifikan terhadap *return* saham, semakin tinggi nilai ROA menunjukkan kinerja perusahaan dalam keadaan yang baik, sehingga menarik investor untuk berinvestasi. Solvabilitas berpengaruh tidak signifikan terhadap *return* saham. Hal ini dimungkinkan terjadi karena semakin tinggi nilai DER menunjukkan risiko perusahaan yang tinggi, sehingga investor akan menghindari perusahaan yang memiliki nilai DER yang tinggi. Rasio pasar berpengaruh positif dan signifikan terhadap *return* saham, semakin tinggi nilai EPS menunjukkan keberhasilan manajemen dalam menghasilkan keuntungan, sehingga mengakibatkan meningkatnya harga saham dan *return* saham suatu perusahaan.

Kata kunci: kinerja keuangan, *return* saham

ABSTRACT

Food and Beverage companies is akind of company which produce essential things for mostly people want. Besides, food and beverage becomes daily need for everyone. Therefore, many investors are interested in investing their money on this company. This research aimed to examine the effect of financial performance on stock return which are listed on Indonesia Stock Exchange during 2014-2018.

The population was 24 companies which were listed on Indonesia Stock Exchange. Moreover, the data collection technique used purposive sampling. In line with, there were 11 companies as sample. Furthermore, the data were quantitative. Additionally, the data analysis technique used multiple linear refression.

The research result concluded profitability had positive ang significant effect on stock return. It meant, the higher the ROA, the better the company's performance. As consequance, many investors would be more interested in investing their money. On the other hand, solvability had insignificant effect on stock return. This happened as more DER showed higher risk of company. Consequently, the investors would avoid companywhich had higher DER. In contrast, market had positive and significant effect on stock return. This meant, with higher its EPS, the management would succeed in earnong some profits. As the result, stock price and share return of company would be increased also.

Keyword: Financial Performance, Stock Return