

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Profitabilitas, Likuiditas dan Pertumbuhan Perusahaan terhadap harga saham pada perusahaan *Food & Beverages* yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2015-2019.

Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini diperoleh menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan kriteria yang telah ditentukan tersebut diperoleh sebanyak 13 perusahaan yang digunakan sebagai objek penelitian. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan program SPSS.

Hasil dari penelitian ini menunjukkan bahwa Profitabilitas yang diukur dengan *Return On Assets* (ROA) berpengaruh positif dan signifikan terhadap harga saham, Likuiditas yang diukur dengan *Current Ratio* (CR) berpengaruh negatif dan signifikan terhadap harga saham sedangkan Pertumbuhan Perusahaan yang diukur dengan Pertumbuhan Total Aset (PTA) berpengaruh positif dan tidak signifikan terhadap harga saham.

Kata Kunci : Profitabilitas, Likuiditas, Pertumbuhan Perusahaan, Harga Saham



ABSTRACT

This research aimed to examine the effect of profitability, liquidity, and firm growth on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2015-2019.

The research was quantitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 13 companies as the sample. Furthermore, the data analysis technique used multiple linear regression with SPSS.

The research result concluded that profitability which was measured by Return On Asset (ROA) had positive and significant effect on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2015-2019. On the other hand, liquidity which was measured by Current Ratio (CR) has a negative and significant effect on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2015-2019. In contrast, firm growth which was measured by Total Asset Growth had a positive but insignificant effect on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange (IDX) during 2015-2019.

Keywords: profitability, liquidity, firm growth, stock price

