

ABSTRAK

Perusahaan dikatakan berhasil dalam mengelola usahanya, jika harga saham terus mengalami peningkatan. Disisi lain investor dapat menilai bahwa perusahaan berhasil dalam mengelola perusahaanya melalui kinerja keuangan perusahaan, sehingga investor tertarik untuk melakukan investasinya pada perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh leverage, pertumbuhan penjualan, dan profitabilitas terhadap harga saham. Jenis penelitian ini adalah penelitian kuantitatif. Jenis data dalam penelitian ini adalah data sekunder yang berupa laporan keuangan perusahaan. Populasi dalam penelitian ini perusahaan *Food and Beverage* di Bursa Efek Indonesia selama periode 2015 sampai 2019, teknik pengambilan sampel dengan metode purposive sampling sehingga diperoleh sampel sebanyak 12 sampel dari 29 perusahaan *Food and Beverage*.

Teknik analisis yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *Leverage* (DER) berpengaruh negative signifikan terhadap harga saham pada perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia periode 2015-2019; Pertumbuhan Penjualan berpengaruh positif tidak signifikan terhadap harga saham pada perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia periode 2015-2019; dan Profitabilitas (ROA) berpengaruh positif signifikan terhadap harga saham pada perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia periode 2015-2019.

Kata Kunci : Leverage, Pertumbuhan Penjualan, Profitabilitas, Harga Saham

ABSTRACT

The company is said to be successful in managing its business if the share price continues to increase. On the other hand, investors can judge that the company successfully manages its company through its financial performance; therefore, the investors would be attracted to invest in the company. This research aimed to analyze leverage, sales growth, and profitability to the stock price. The data of this research used quantitatively. This research used secondary data in the form of a company's financial statements. Furthermore, the population of this research used Food and Beverages company listed on the Indonesia Stock Exchange during the 2015-2019 periods, while the sample collection technique of this research used purposive sampling; therefore, it obtained 12 samples from 29 Food and Beverages companies.

The analysis technique of this research used multiple linier regression analysis. Moreover, the result of this research showed that Leverage (DER) had a negative effect on the stock price at Food and Beverages company listed on Indonesia Stock Exchange in 2015-2019 periods; Meanwhile, the sales growt had positive but insignificant on the stock price at Food and Beverages company listed on Indonesia Stock Exchange in 2015-2019 periods; and profitability (ROA) had a positive and significant effect on the stock price at Food and Beverage company listed on Indonesia Stock Exchange in 2015-2019 periods

Keywords: Leverage, sales growth, profitability, stock price