ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh profitabilitas terhadap harga saham, solvabilitas terhadap harga saham dan likuiditas terhadap harga saham *food and beverages* yang terdaftar di Bursa Efek Indonesia periode 2015-2019. Penelitian ini dilakukan selama 5 tahun yaitu dari tahun 2015 sampai tahun 2019. Variabel pada penelitian ini diproksi dengan *net profit margin* (NPM), *debt to equity ratio* (DER), dan *current ratio* (CR). Populasi dalam penelitian ini adalah perusahaan yang memenuhi kriteria *food and beverages* yang terdaftar di Bursa Efek Indonesia (BEI) yaitu berjumlah 11 perusahaan. Data yang digunakan dalam penelitian ini menggunakan data sekunder yang berupa laporan keuangan perusahaan *food and beverages* yang terdaftar di Bursa Efek Indonesia. Teknik analisis yang digunakan adalah analisis regresi linier berganda dengan bantuan software SPSS (Statistical Product and Service Solution) Versi 23.0. Hasil pengujian menunjukkan bahwa profitabilitas berpengaruh signifikan terhadap harga saham *food and beverages* yang terdaftar di Bursa Efek Indonesia periode 2015-2019, solvabilitas berpengaruh tidak signifikan terhadap harga saham *food and beverages* yang terdaftar di Bursa Efek Indonesia periode 2015-2019, dan likuiditas berpengaruh signifikan terhadap harga saham *food and beverages* yang terdaftar di Bursa Efek Indonesia periode 2015-2019.

Kata kunci : profitabilitas, solvabilitas, likuiditas, harga saham.

ABSTRACT

This research aimed to determine the effect of profitability on the stock price, solvability on the stock price and liquidity on the stock price of food and beverages listed on the Indonesia Stock Exchange conducted for 5 years i.e in 2015 until 2019. Those variables were referred to net profit margin (NPM), debt to equity ratio (DER), and current ratio (CR). Furthermore, this research population used companies that fulfilled the criteria food and beverages listed in Indonesia Stock Exchange with 11 companies. This research used secondary data in the form of the financial report of food and beverages listed on the Indonesia Stock Exchange. Meanwhile, this research's analysis technique used multiple linear regression analysis with a software instrument of SPSS (Statistical Product and Service Solution) 23.0 version. Moreover, this research concluded that profitability had a significant effect on the stock price of food and beverages listed on the Indonesia Stock Exchange during 2015-2019, solvability did not significantly effect the stock price of food and beverages listed on the Indonesia Stock Exchange during 2015-2019, and liquidity had a significant effect on the stock price of food and beverages listed on the Indonesia Stock Exchange during 2015-2019.

Keywords: profitability, solvability, liquidity, stock price.