

ABSTRAK

Perusahaan *Food and Beverages* merupakan bidang industri yang bergerak pada bidang makanan dan minuman. Perusahaan ini terus mengembangkan dan meningkatkan kinerja perusahaan agar nilai harga saham lebih baik dan menarik minat investor. Penelitian ini bertujuan untuk mengetahui pengaruh kinerja keuangan terhadap harga saham Perusahaan *Food And Beverages* Yang Terdaftar Di BEI.

Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *purposive* sampling dengan menggunakan metode analisis regresi linear berganda. Populasi perusahaan *Food and Beverages* yang terdaftar di Bursa Efek Indonesia 16 perusahaan dan diperoleh 12 perusahaan yang menjadi sampel.

Hasil penelitian ini menunjukkan bahwa *Return On Assets* (ROA) berpengaruh signifikan dan bernilai positif terhadap harga saham, *Current Ratio* (CR) berpengaruh tidak signifikan dan bernilai positif terhadap harga saham, dan *Debt To Equity Ratio* (DER) berpengaruh tidak signifikan dan bernilai positif terhadap harga saham pada sektor perusahaan *Food and Beverages* tahun 2015 – 2019.

Kata kunci : *Return On Assets* (ROA), *Current Ratio* (CR), *Debt To Equity Ratio* (DER), dan Harga Saham.

ABSTRACT

The food and beverages company is an industry that engages in food and drink. These companies develop and increase the company's performance, therefore, achieving a better value of stock price and attract the investors' interest. This research was aimed to find out the effect of financial performance on the stock price at Food and Beverages companies listed on IDX. This research was quantitative, Moreover, the sample collection technique used purposive sampling with multiple linear regressions analysis. Meanwhile, the population of this research used 16 food and beverages companies listed on Indonesia Stock Exchange, based on the criteria it obtained 12 companies' samples. Furthermore, based on this research showed that Return On Assets (ROA) had a significant effect and positive effect on the stock price, meanwhile, the Current ratio (CR) did not have any significant effect but it had a positive value on the stock price, besides Debt to equity ratio (DER) did not have any significant effect but it had positive value on the stock price at food and beverages companies in 2015-2019 periods.

Keywords: return on assets (roa), current ratio (cr), debt to equity ratio (der), Stock Price

