

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisa *pengaruh Current Ratio (CR), Return On Asset (ROA), Debt to Equity Ratio (DER), dan Total Asset Turnover (TATO)* terhadap Harga Saham perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia Tahun 2015 – 2019. Pada penelitian ini menggunakan data sekunder yaitu data laporan keuangan yang ada di Bursa Efek Indonesia. Penentuan sampel menggunakan teknik *purposive sampling*, sehingga diperoleh 12 perusahaan sebagai sampel dari 19 populasi perusahaan yang merupakan populasi penelitian. Metode analisis yang digunakan adalah regresi linier berganda dengan alat bantu SPSS 25. Hasil penelitian ini melalui uji F disimpulkan bahwa model yang dibangun dalam penelitian ini dinyatakan layak, sehingga penelitian ini dapat dilaksanakan. Dan melalui uji T menunjukkan CR dan DER berpengaruh tidak signifikan terhadap harga saham, sedangkan ROA dan TATO berpengaruh signifikan terhadap harga saham. Nilai *R Square* dalam penelitian ini adalah 0,635 ,berarti variabel CR, ROA, DER, dan TATO memberikan kontribusi pengaruh sebesar 63,5% terhadap harga saham, sedangkan 36,5% dideskripsikan oleh variabel lain diluar penelitian ini.

Kata kunci : *Current Ratio (CR), Return On Asset (ROA), Debt to Equity Ratio (DER), Total Asset Turnover (TATO),*Harga Saham.

ABSTRACT

The research aimed to find out and analyze the effect of Current Ratio (CR), Return On Asset (ROA), Debt to Equity Ratio (DER), and Total Asset Turnover (TATO) on the stock price at Food and Beverages listed in Indonesia Stock Exchange in 2015-2019 periods. Furthermore, this research used secondary data in the form of financial statements at the Indonesia Stock Exchange. The sample selection of this research used purposive sampling. Therefore it obtained 12 companies from 19 company's research population. Moreover, the analysis method used multiple linear regressions with the instrument of SPSS 25. The F test result concluded that the model created in this research was feasible: therefore, this research was able to conduct. Meanwhile, the T-test showed that CR and DER had an insignificant effect on the stock price, beside ROA and TATO had a significant effect on the stock price. Moreover, R square in this Research was 0.635 it meant that the variables of CR, ROA, DER, and TATO have a 63.5% contribution effect on the stock price, while 36.5% had described by the other variables outside of this research.

Keyword: current ratio (CR), return on asset (ROA) debt to equity ratio (DER), total asset turnover (TATO), stock price.

