

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menguji pengaruh profitabilitas, rasio aktivitas, dan solvabilitas terhadap harga saham pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia periode 2016-2020.

Variabel independen yaitu Profitabilitas diukur menggunakan *Return On Assets* (ROA), Rasio Aktivitas diukur menggunakan *Total Assets Turnover* (TATO), dan Solvabilitas diukur menggunakan *Debt to Equity Ratio* (DER) sedangkan variabel dependen Harga Saham yang digunakan adalah *Closing Price* akhir tahun. Jenis penelitian adalah penelitian kuantitatif. Pengambilan sampel dilakukan dengan metode *purposive sampling*, yaitu dengan menggunakan kriteria-kriteria tertentu. Diperoleh sebanyak 10 perusahaan sebagai anggota sampel. Metode analisis yang digunakan adalah analisis regresi linier berganda. Data diolah dengan menggunakan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa profitabilitas, rasio aktivitas, solvabilitas berpengaruh signifikan terhadap harga saham pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia.

Kata Kunci: Profitabilitas, Rasio Aktivitas, Solvabilitas, Harga Saham

ABSTRACT

This research aimed to find out, analyze, and examine the effect of profitability, activity, and solvability on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange during 2016-2020.

Independent variables were profitability, which was measured by Return On Asset (ROA), activities was measured by Total Asset Turnover (TATO), and solvability was measured by Debt to Equity Ratio (DER). Meanwhile, the dependent variable was stock price which used Closing Price at the end of year. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with that, there were 10 companies as a research sample. Furthermore, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded that profitability, activities, and solvability had a significant effect on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange during 2016-2020.

Keywords: *Profitability, Activities, Solvability, Stock Price*



