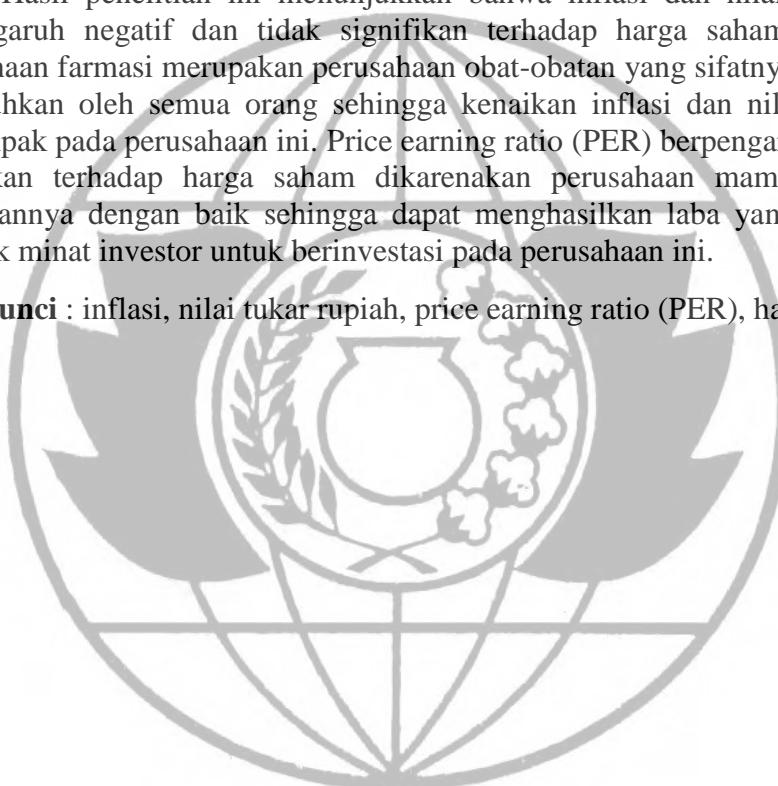


ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh inflasi, nilai tukar rupiah dan price earning ratio (PER) terhadap harga saham pada perusahaan farmasi tahun 2016-2020. Sampel pada penelitian ini adalah perusahaan farmasi yang terdaftar di bursa efek indonesia (BEI) selama periode 2016-2020 sebanyak 7 perusahaan. Teknik pengambilan sampel menggunakan teknik sampling jenuh atau sensus yaitu teknik untuk menentukan sampel dengan menggunakan seluruh populasi yang ada berdasarkan karakteristik dan kualitas. Metode penelitian ini menggunakan analisis regresi linier berganda dengan menggunakan aplikasi SPSS25.

Hasil penelitian ini menunjukkan bahwa inflasi dan nilai tukar rupiah berpengaruh negatif dan tidak signifikan terhadap harga saham dikarenakan perusahaan farmasi merupakan perusahaan obat-obatan yang sifatnya inelastis dan dibutuhkan oleh semua orang sehingga kenaikan inflasi dan nilai tukar tidak berdampak pada perusahaan ini. Price earning ratio (PER) berpengaruh positif dan signifikan terhadap harga saham dikarenakan perusahaan mampu mengelola keuangannya dengan baik sehingga dapat menghasilkan laba yang banyak dan menarik minat investor untuk berinvestasi pada perusahaan ini.

Kata kunci : inflasi, nilai tukar rupiah, price earning ratio (PER), harga saham



ABSTRACT

This research aimed to examine the effect of inflation, exchange rate, and Price Earning Ratio (PER) on stock price of pharmaceutical companies 2016-2020. The population was pharmaceutical companies which were listed on Indonesia Stock Exchange (IDX) 2016-2020. Moreover, the data collection technique used saturated sampling, in which all members of the population were the sample based on its characteristics and qualities. In line with that, there were 7 companies as a research sample. Furthermore, the data analysis technique used multiple linear regression with SPSS 25.

The research result concluded that inflation and exchange rate had a negative and insignificant effect on stock price. This happened as pharmaceutical companies were the companies whose medicine had in-elastic characteristics and needed by many people. Therefore, the inflation and exchange rate did not affect the companies. On the other hand, Price Earning Ratio (PER) had a positive and significant effect on stock price as the companies were able to manage their financial well. So that they could have a lot of profits and attract many investors to invest in the companies.

Keywords: inflation, exchange rate, price earning ratio (PER), stock price

