

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Current Ratio* (CR), *Debt to Equity Ratio* (DER), *Total Asset Turn Over* (TATO), *Rerturn On Equity* (ROE), terhadap Harga Saham pada perusahaan Sektor Kosmetik dan Barang Keperluan Rumah Tangga yang terdaftar di Bursa Efek Indonesia (BEI) periode 2016-2020.

Populasi yang dilakukan dalam penelitian ini berupa perusahaan Sektor Kosmetik dan Barang Keperluan Rumah Tangga yang terdaftar di Bursa Efek Indonesia periode 2016-2020. Dari populasi tersebut agar populasi menjadi homogen peneliti menggunakan kriteria yang telah ditentukan. Pemilihan sampel yang digunakan pada penelitian ini dengan metode *purposive sampling* dimana dari 7 perusahaan Sektor Kosmetik dan Barang Keperluan Rumah Tangga yang terdaftar di Bursa Efek Indonesia, terdapat 6 perusahaan yang memenuhi kriteria sampel yang ditentukan. Metode analisis data yang digunakan adalah analisis regresi linier berganda, uji asumsi klasik, uji kelayakan model, dan uji t dengan menggunakan program SPSS versi 25.

Hasil penelitian ini menunjukkan bahwa *Current Ratio* (CR), dan *Total Asset Turn Over* (TATO) berpengaruh positif dan signifikan terhadap Harga Saham. Sedangkan *Debt to Equity Ratio* (DER) dan *Rerturn On Equity* (ROE) berpengaruh negatif dan tidak signifikan terhadap Harga Saham. Dari hasil uji F, model penelitian ini dinyatakan layak untuk dilakukan penelitian.

**Kata Kunci:** *Current Ratio* (CR), *Debt to Equity Ratio* (DER), *Total Asset Turn Over* (TATO), *Rerturn On Equity* (ROE), Harga Saham.

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### ABSTRACT

The research aimed to examine the effect of Current Ratio (CR), Debt to Equity Ratio (DER), Total Asset Turnover (TATO), Return On Equity (ROE) on stock price of Cosmetics and Households which were listed on Indonesia Stock Exchange (IDX) during 2016-2020.

The population was 7 Cosmetics and Households which were listed on Indonesia Stock Exchange (IDX) during 2016-2020. In order to have a homogeneous population, some criteria were given. Therefore, the data collection technique used purposive sampling. In line with that, there were 6 companies which fulfilled the criteria as a sample. Moreover, the data analysis technique used multiple linear regression, classical assumption test, proper model test, and t-test with SPSS 25.

The research result concluded that CR as well as TATO had a positive and significant effect on stock price. On the other hand, both DER and ROE had a negative and insignificant effect on stock price. In addition, from the F-test, the research model was properly used.

**Keywords:** Current Ratio (CR), Debt to Equity Ratio (DER), Total Asset Turnover (TATO), Return On Equity (ROE), Stock Price



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08/07/22

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