

## ABSTRAK

Pada saat ini indonesia mengalami perkembangan pesat di dunia makanan dan minuman yang menyebabkan banyaknya jumlah perusahaan baru dalam bidang *Food and Beverage*. Penelitian ini bertujuan untuk menguji pengaruh Profitabilitas, Leverage dan Likuiditas terhadap harga saham pada perusahaan *Food and Beverage* yang terdaftar di BEI. Sampel pada penelitian ini menggunakan metode *purposive sampling* dan diperoleh 10 sampel dari 26 perusahaan *Food and Beverage* selama tahun 2016-2020. Analisis data yang digunakan adalah analisis regresi linier berganda, uji asumsi klasik, uji kelayakan model dan uji t dengan menggunakan program SPSS. Hasil dari penelitian ini menunjukkan bahwa Profitabilitas dengan proksi *Return on Equity* (ROE) berpengaruh positif dan signifikan terhadap harga saham, Leverage dengan proksi *Debt to Equity Ratio* (DER) berpengaruh negatif dan signifikan terhadap harga saham, dan Likuiditas dengan proksi *Current Ratio* (CR) berpengaruh negatif dan signifikan terhadap harga saham.

**Kata Kunci:** *Return on Equity, Debt to Equity Ratio, Current Ratio, Harga Saham*

## **ABSTRACT**

*Recently Indonesia has a rapid development in Food and Beverage business sector. This makes many new companies that run into that sector grow bigger. This research aimed to examine the effect of Profitability, Leverage, and Liquidity on the stock price of Food and Beverage companies that were listed on the Indonesia Stock Exchange (IDX). Moreover, the data collection technique used purposive sampling. In line with that, there were 10 samples from 26 companies taken during 2016-2020. The data analysis technique used multiple linear regression, classical, assumption test, proper model test, and t-test with SPSS. The result showed that Profitability, which was referred to as Return on Equity (ROE) had a positive and significant effect on the stock price. In contrast, Leverage which was referred to as the Debt to Equity Ratio (DER) had a negative and significant effect on the stock price. Similarly, Liquidity which was referred to as the Current Ratio (CR) had a negative and significant effect on the stock price.*

*Keywords : Profitability, Leverage, Liquidity, Stock price*

