

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh profitabilitas, Likuiditas, solvabilitas, dan *sales growth* terhadap *return* saham. Variabel dependen yang digunakan dalam penelitian ini adalah *return* saham. Sedangkan variabel independennya profitabilitas, Likuiditas, solvabilitas, dan *Sales Growth* yang diukur dengan *Return On Assets* (ROA), *Current Ratio* (CR), *Debt to assets Ratio* (DR) dan *Sales Growth* (SG).

Populasi dalam penelitian ini perusahaan *industrials* yang terdaftar di Bursa Efek Indonesia (BEI) pada tahun 2018-2020. Teknik pengambilan sampel menggunakan metode *purposive sampling* yaitu pemilihan sampel dengan kriteria tertentu, sehingga didapatkan total sampel 19 perusahaan *Industrials* yang terdaftar di Bursa Efek Indonesia (BEI). Jenis data yang digunakan merupakan data sekunder yang diperoleh dari Bursa Efek Indonesia (BEI).

Hasil penelitian ini menunjukkan bahwa: (1) profitabilitas berpengaruh signifikan terhadap *return* saham dan mempunyai koefisien positif yang menunjukkan hubungan searah. (2) Likuiditas tidak berpengaruh terhadap *return* saham namun mempunyai koefisien positif yang menunjukkan hubungan searah. (3) solvabilitas tidak berpengaruh terhadap *return* saham namun mempunyai koefisien positif yang menunjukkan hubungan searah. (4) *sales growth* tidak berpengaruh terhadap *return* saham namun mempunyai koefisien positif yang menunjukkan hubungan searah.

Kata Kunci : Profitabilitas, Likuiditas, Solvabilitas, *Sales Growth*, *Return Saham*

ABSTRACT

This research aimed to find out the effect of profitability, liquidity, solvability, and sales growth on the stock return. Furthermore, the research dependent variable used stock return. Meanwhile, the research independent variable used profitability, liquidity, solvability, and sales growth which was measured by Return On Assets (ROA), Current Ratio (CR), Debt to assets Ratio (DR), and Sales Growth (SG).

The research population used industrial companies listed on The Indonesia Stock Exchange (IDX) in the 2018-2020 periods. On the other hand, the research sample collection used a purposive sampling method i.e., a sample selection with determining criteria obtained 19 total samples of industrial companies listed on The Indonesia Stock Exchange (IDX). Moreover, the research data used secondary data taken from The Indonesia Stock Exchange (IDX).

The research result showed that: (1) profitability had a significant effect on the stock return and it had a positive coefficient which indicates an unidirectional relationship. (2) Likuidity did not affect the stock return but it had a positive coefficient which showed a unidirectional relationship. (3) solvability did not affect the stock return but it had a positive coefficient which showed a unidirectional relationship. (4) sales growth did not have any effect on the stock return but it had a positive coefficient which indicated an unidirectional relationship.

Keywords: Profitability, Liquidity, Solvability, Sales Growth, Stock Return



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