

ABSTRAK

Penelitian ini memiliki tujuan untuk menguji dan menganalisis pengaruh Likuiditas dan Profitabilitas terhadap Harga Saham pada Perusahaan *Food and Beverages* yang terdaftar di Bursa Efek Indonesia. Rasio Likuiditas diukur menggunakan *Current Ratio*, Rasio Profitabilitas diukur dengan *Return On Asset* dan *Return On Equity*, sedangkan Harga Saham diukur menggunakan *Closing Price* akhir tahun.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah perusahaan *Food and Beverages* yang terdaftar di Bursa Efek Indonesia (BEI) yang berjumlah 38 perusahaan. Teknik pengambilan sampel menggunakan metode *purposive sampling* dan diperoleh sampel 14 perusahaan yang memenuhi kriteria sampel yang ditentukan. Teknik analisis data yang digunakan yaitu Analisis Regresi Linear Berganda, Uji Asumsi Klasik, Uji Kelayakan Model, dan Uji Hipotesis dengan menggunakan SPSS.

Hasil uji penelitian menunjukkan bahwa variabel *Current Ratio* tidak memiliki pengaruh signifikan terhadap harga saham, variabel *Return On Asset* dan *Return On Equity* berpengaruh signifikan terhadap harga saham.

Kata Kunci : *Current Ratio*, *Return On Asset*, *Return On Equity*, dan Harga Saham



ABSTRACT

This research aimed to examine and analyze the effect of liquidity and profitability on the stock price at Food and beverages companies listed on The Indonesia Stock Exchange. The liquidity ratio was measured by current ratio, profitability ratio was measured by Return On Asset and Return On Equity, meanwhile the stock price used year-end closing price.

This research was quantitative. Meanwhile, the research population used food and beverages companies listed on the Indonesia Stock Exchange (IDX) with 38 companies. Furthermore, the research sample collection technique with purposive sampling and obtained 14 companies which fulfilled the predetermined sample criteria. Moreover, the research data analysis technique used multiple linear regression, classic assumption test, model feasibility test, and hypothesis test with SPSS.

The research result showed that the variable of current ratio did not have any significant effect on the stock price, on the other hand, the Return On Asset and Return On Equity had a significant effect on the stock price.

Keywords : *Current Ratio, Return On Asset, Return On Equity, Stock Price*

