

## ABSTRAK

Pandemi covid-19 mempengaruhi aktivitas perdagangan yang mengakibatkan kondisi produksi perusahaan tidak stabil. Peristiwa ini berdampak pada profitabilitas dan likuiditas yang akan berpengaruh terhadap harga saham. Tujuan dilakukan penelitian ini untuk mengetahui pengaruh *return on asset* (ROA), *return on equity* (ROE), *earning per share* (EPS), *current ratio* (CR), *quick ratio* (QR) terhadap harga saham. Populasi yang digunakan pada penelitian ini perusahaan makanan dan minuman yang terdaftar di Bursa Efek Indonesia (BEI) periode 2020-2021. Informasi yang didapat berdasarkan data sekunder dari laporan tahunan serta riset pustaka. Pengambilan sampel menggunakan metode *purposive sampling*, memperoleh 38 perusahaan dengan jumlah 76 pengamatan dalam kurun waktu 2 tahun. Teknik analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan Profitabilitas dengan variabel EPS berpengaruh signifikan terhadap harga saham selama pandemi Covid-19, menunjukkan besarnya nilai EPS mempengaruhi investor untuk menanamkan modalnya. Disisi lain Profitabilitas dengan variabel ROA dan ROE tidak berpengaruh signifikan terhadap harga saham. Sedangkan Likuiditas dengan variabel CR dan QR tidak berpengaruh signifikan terhadap harga saham selama pandemi Covid-19.

**Kata kunci:** Profitabilitas, Likuiditas, Harga Saham

## ABSTRACT

Since the pandemic of Covid-19 affects business activity, the condition of some companies' production become unstable. Unfortunately, it affects profitability and liquidity which then influences stock prices. This research aimed to find out the effect of Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS), Current Ratio (CR), and Quick Ratio (QR) on the stock price. Moreover, the population was Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during 2020-2021. Furthermore, the data were secondary taken from the annual report and also the literature study. Additionally, the data collection technique used purposive sampling. In line with that, there were 38 companies as the sample with 76 observations during 2 years. In addition, the data analysis technique used multiple linear regression. The result showed that profitability with the EPS had a significant effect on the stock price during the pandemic. This indicated that the amount of EPS value affected the investors in investing their capital. On the other hand, the profitability with ROA and ROE had an insignificant effect on the stock price. Meanwhile, the liquidity with CR, as well as QR, had an insignificant effect on the stock price during the pandemic.

**Keywords:** Profitability, Liquidity, Stock Price

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