ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas, *leverage*, dan likuiditas terhadap harga saham. Profitabilitas diukur dengan *return on asset*, *Leverage* diukur dengan *debt to equity ratio*, sedangkan likuiditas diukur dengan *current ratio*. Sampel yang digunakan pada penelitian ini adalah perusahaan sektor keuangan yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2017-2021.

Jenis Penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah perusahaan sektor keuangan yang terdaftar di Bursa Efek Indonesia (BEI). Proses pengambilan sampel menggunakan metode *purposive sampling,* yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel sebanyak 53 dari 106 perusahaan sektor keuangan. Data penelitian diambil selama 5 tahun, yaitu tahun 2017-2021, sehingga diperoleh 265 data yang diolah. Jenis data yang digunakan dalam penelitian adalah data sekunder berupa laporan keuangan tahunan. Teknik analisis data dilakukan dengan menggunakan Regresi Linier Berganda dengan bantuan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh negatif dan signifikan terhadap harga saham, *leverage* berpengaruh negatif dan signifikan terhadap harga saham, dan likuiditas tidak berpengaruh terhadap harga saham.

Kata Kunci: profitabilitas, *leverage*, likuiditas, harga saham

ABSTRACT

This research aimed to examine the effect of profitability, leverage, and liquidity on stock price. The profitability was measured by Return On Asset, leverage was measured by Debt to Equity Ratio, and liquidity was measured by Current Ratio. Moreover, the population was financial sector companies listed on the Indonesia Stock Exchange (IDX) during 2017-2021.

The research was quantitative. The data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 53 samples from 106 financial sector companies. Furthermore, the data were taken for 5 years (2017-2021). In total there were 265 data which were analyzed. The data were secondary in the form of annual financial statements. Additionally, the data analysis technique used multiple linear regression with SPSS 26.

The result concluded that profitability had a significantly negative effect on stock price. Similarly, leverage had a significantly negative effect on stock price. However, liquidity did not affect the stock price.

Keywords: Profitability, Leverage, Liquidity, Stock Price