

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis, pengaruh rentabilitas (NPM), likuiditas (CR), dan kebijakan dividen (DPR) terhadap harga saham pada perusahaan *property* dan *real estate* yang terdaftar di Bursa Efek Indonesia periode 2017-2021.

Teknik pengambilan sampel dilakukan dengan metode *Purposive Sampling*, sehingga terdapat 8 perusahaan yang telah memenuhi criteria sampel yang ditentukan. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 25.

Hasil uji hipotesis (uji t) menunjukkan bahwa rentabilitas (NPM) dan kebijakan dividen (DPR) berpengaruh positif signifikan terhadap harga saham perusahaan *property* dan *real estate*, sedangkan likuiditas (CR) berpengaruh positif tidak signifikan terhadap harga saham perusahaan *property* dan *real estate*. Berdasarkan hasil koefisien determinasi (*R Square*) diperoleh nilai sebesar 0,562, hal ini menunjukkan pengaruh rentabilitas (NPM), likuiditas (CR), dan kebijakan dividen (DPR) terhadap harga saham pada perusahaan *property* dan *real estate* yang terdaftar di Bursa Efek Indonesia periode 2017-2021 sebesar 56,2%, sedangkan sisanya sebesar 43,8% dipengaruhi oleh variabel lain selain yang digunakan dalam penelitian.

**Kata Kunci:** Rentabilitas, Likuiditas, Kebijakan Dividen, Harga Saham.

## **ABSTRACT**

*This research aimed to find out and analyze the effect of rentability (NPM), liquidity (CR), and dividend policy (DPR) on the stock price of Property and Real Estate companies listed on the Indonesia Stock Exchange 2017-2021.*

*The data collection technique used purposive sampling, In line with that, there were 8 companies that fulfilled the criteria as the sample. Moreover, the data analysis technique used multiple linear regression with SPSS 25.*

*The result of the hypothesis test (t-test) showed that rentability (NPM) as well as dividend policy (DPR) had a significantly positive effect on the stock price of Property and Real Estate companies. On the other hand, liquidity (CR) had a positive but an insignificant effect on the stock price of Property and Real Estate companies. Furthermore, the result of the determination coefficient (R Square) was 0.562. This meant the effect of rentability (NPM), liquidity (CR), and dividend policy (DPR) on the stock price was about 56.2%, While the rest of 43.8% was affected by other variables outside the research.*

**Keywords:** *Rentability, Liquidity, Dividend Policy, Stock Price*

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