

## ABSTRAK

Penelitian ini bertujuan mengetahui dan menganalisis Pengaruh *Current Ratio*, *Return On Asset*, *Debt to Equity Ratio*, dan *Total Asset Turnover* Terhadap Harga Saham Perusahaan Subsektor Rokok yang Terdaftar di BEI. Pada Penelitian ini menggunakan data sekunder yaitu data laporan keuangan yang ada di BEI, Penentuan sampel menggunakan Teknik *Purposive Sampling*, Sehingga diperoleh 4 perusahaan sebagai sampel dari 5 populasi perusahaan yang merupakan populasi penelitian. Metode analisis yang digunakan adalah regresi linier berganda dengan alat bantu SPSS 26. Hasil Penelitian ini melalui Uji F disimpulkan bahwa model yang dibangun dalam penelitian ini dinyatakan layak, sehingga penelitian ini dapat dilaksanakan. Dan melalui Uji T menunjukkan CR, ROA, DER, dan TATO berpengaruh signifikan terhadap harga saham. Nilai *R Square* dalam penelitian ini adalah 0,695, berarti Variabel CR, ROA, DER, dan TATO memberikan kontribusi pengaruh 69,5% terhadap harga saham, sedangkan 30,5% dideskripsikan oleh variabel lain diluar penelitian ini.

**Kata kunci :** *Current Ratio (CR)*, *Return On Asset (ROA)*, *Debt to Equity Ratio (DER)*, dan *Total Aseet Turnover (TATO)*

## ABSTRACT

*This research aimed to find out and analyze the effect of the Current Ratio, Return On Assets, Debt to Equity Ratio, and Total Asset Turnover on the stock price of Cigarette companies listed on IDX. Moreover, the data were secondary, in the form of financial statements listed on IDX. The data collection technique used purposive sampling. In line with that, there were 4 samples from 5 companies within the population. Furthermore, the data analysis technique used multiple linear regression with SPSS 26. The result from the F-test showed that the model was properly used. Additionally, the t-test showed that CR, ROA, DER, and TATO had a significant effect on the stock price of Cigarette companies. In addition, the R-Square value was 0.695. It meant the effect of CR, ROA, DER, and TATO contributed for about 69.5% to the stock price. Meanwhile, 30.5% were affected by other variables outside the research.*

**Keywords:** *Current Ratio (CR), Return On Asset (ROA), Debt to Equity Ratio (DER), Total Asset Turnover (TATO)*

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