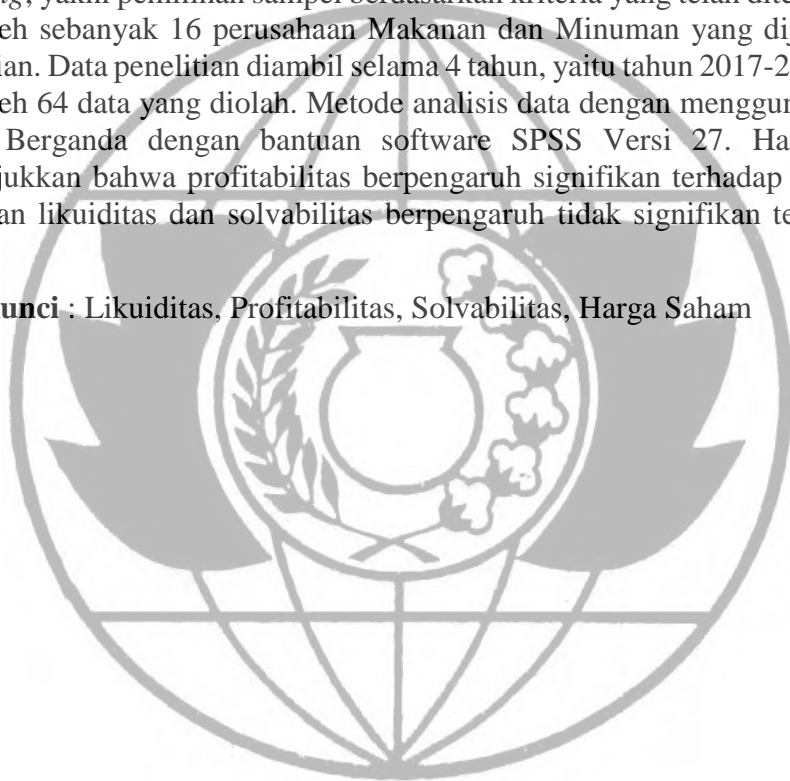


ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh likuiditas, profitabilitas dan solvabilitas terhadap harga saham. variabel likuiditas diproksikan kedalam *Current Ratio* (CR), profitabilitas diproksikan kedalam *Net Profit Margin* (NPM) dan Solvabilitas diproksikan kedalam *Debt to Equity Ratio* (DER). Jenis penelitian ini merupakan penelitian kuantitatif. Populasi penelitian ini adalah perusahaan Makanan dan Minuman yang terdaftar di Bursa Efek Indonesia periode tahun 2017-2020. Jenis data pada penelitian ini merupakan data sekunder berupa laporan keuangan perusahaan. Teknik pengambilan sampel menggunakan metode *puposive sampling*, yakni pemilihan sampel berdasarkan kriteria yang telah ditentukan, maka diperoleh sebanyak 16 perusahaan Makanan dan Minuman yang dijadikan objek penelitian. Data penelitian diambil selama 4 tahun, yaitu tahun 2017-2020, sehingga diperoleh 64 data yang diolah. Metode analisis data dengan menggunakan Regresi Linier Berganda dengan bantuan software SPSS Versi 27. Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh signifikan terhadap harga saham, sedangkan likuiditas dan solvabilitas berpengaruh tidak signifikan terhadap harga saham.

Kata kunci : Likuiditas, Profitabilitas, Solvabilitas, Harga Saham



ABSTRACT

This research aimed to examine the effect of liquidity, profitability, and solvability on the stock price. Liquidity was a proxy for Current Ratio (CR), profitability was a proxy for Net Profit Margin (NPM), and solvability was a proxy for Debt to Equity Ratio (DER). Moreover, the research was quantitative. The population was Food and Beverage companies listed on the Indonesia Stock Exchange during 2017-2020. The data were secondary in the form of the company's financial statements. Furthermore, the data collection technique used purposive sampling i.e., a sample selection based on the determined criteria. In line with that, there were 16 Food and Beverage companies as the sample. Additionally, the data were taken over 4 years (2017-2020). In total, there were 64 data samples. On the other hand, the research data analysis method used multiple linear regressions with SPSS 27 version. The research result indicated that profitability had significantly affected the stock price. However, both liquidity and solvability had an insignificant effect on the stock price.

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

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