

## ABSTRAK

Perusahaan properti dan *real estate* di Indonesia bergerak pada bidang pengembangan jasa dengan memfasilitasi pembangunan kawasan-kawasan terpadu dan dinamis. Penelitian ini bertujuan untuk menganalisis pengaruh profitabilitas (*Net Profit Margin*), likuiditas (*Quick Ratio*), struktur modal (*Debt to Equity Ratio*) dan inflasi terhadap harga saham pada perusahaan properti dan *real estate* yang terdaftar di Bursa Efek Indonesia tahun 2017-2021. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel penelitian ini menggunakan metode *purposive sampling* sesuai dengan kriteria yang telah ditentukan dan didapatkan sebanyak 7 perusahaan anggota sampel dari 77 perusahaan properti dan *real estate*. Sumber data yang digunakan menggunakan data sekunder penelitian berupa laporan keuangan neraca dan laporan laba rugi perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan aplikasi SPSS versi 25. Hasil penelitian menunjukkan bahwa *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap harga saham yang artinya naik dan turunnya *Net Profit Margin* (NPM) memberi pengaruh yang bermakna terhadap harga saham. *Quick Ratio* (QR) berpengaruh negatif dan signifikan terhadap harga saham yang artinya naik dan turunnya *Quick Ratio* (QR) memberi pengaruh yang bermakna terhadap harga saham. *Debt to Equity Ratio* (DER) berpengaruh negatif dan signifikan yang artinya naik dan turunnya *Debt to Equity Ratio* (DER) memberi pengaruh yang bermakna terhadap harga saham. Inflasi berpengaruh positif dan tidak signifikan terhadap harga saham yang artinya naik dan turunnya inflasi tidak menyebabkan perubahan yang besar terhadap harga saham. Sebaiknya perusahaan properti dan *real estate* lebih memperhatikan inflasi dengan mampu mengelola harga yang baik agar naiknya harga saham tetap pada batas normal. Tetapi *Net Profit Margin* (NPM), *Quick Ratio* (QR), *Debt to Equity Ratio* (DER) juga tetap diperhatikan karena dapat menjadi tolak ukur keberhasilan perusahaan.

**Kata Kunci :** harga saham, profitabilitas (NPM), likuiditas (QR), struktur modal (DER), inflasi

## ABSTRACT

*In Indonesia, Property and Real Estate companies focus on the service development by facilitating dynamics and integrated areas. This research aimed to analyze the effect of profitability (Net Profit Margin), liquidity (Quick Ratio), capital structure (Debt to Equity Ratio), and inflation on the stock price of Property and Real Estate companies listed on the Indonesia Stock Exchange 2017-2021. Moreover, the research was quantitative. The data collection technique used purposive sampling, in which the sample was based on the criteria given. Furthermore, there were 7 samples from 77 Property and Real Estate companies. The data were secondary, in the form of companies' balance sheets and financial statements. Additionally, the data analysis technique used multiple linear regression with SPSS 25. The result concluded that NPM had a significantly positive effect on stock price. The amount of NPM had a significant effect on stock price. However, QR had a significantly negative effect on stock price. It meant, the amount of QR had a significant effect on stock price. Likewise, DER had a significantly negative effect on stock price. The amount of DER had a significant effect on stock price. In contrast, inflation had a positive but insignificant effect on stock price. This meant, the fluctuation of inflation did not have a bigger impact on stock price. In suggestion, the companies' management had to consider inflation by being able to manage good prices in order to raise the stock price standardly. Nevertheless, NPM, QR, and DER needed to be considered as they became a benchmark of companies' success.*

**Keywords:** Stock Price, Profitability (NPM), Liquidity (QR), Capital Structure (DER), Inflation



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