

## ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh profitabilitas, likuiditas, nilai tukar terhadap perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI). Pada periode tahun 2017-2021.

Teknik pengambilan sampel adalah *purposive sampling* sehingga dapat diperoleh sampel 10 perusahaan. Data yang digunakan dalam penelitian ini menggunakan data sekunder yang merupakan laporan keuangan perusahaan *food and beverage*. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan aplikasi SPSS versi 27.

Hasil penelitian menunjukkan bahwa profitabilitas *Net Profit Margin* (NPM) berpengaruh positif dan signifikan terhadap harga saham, artinya kenaikan atau penurunan profitabilitas memiliki pengaruh yang bermakna terhadap harga saham. Likuiditas *Current Ratio* (CR) berpengaruh negatif dan tidak signifikan terhadap harga saham, artinya kenaikan atau penurunan likuiditas tidak menyebabkan perubahan yang besar terhadap harga saham. Nilai tukar berpengaruh positif dan signifikan terhadap harga saham, artinya kenaikan atau penurunan nilai tukar memiliki pengaruh yang bermakna terhadap harga saham.

**Kata Kunci :** Profitabilitas, Likuiditas, Nilai Tukar, dan Harga Saham



## ABSTRACT

*This research aimed to analyze the effect of profitability, liquidity, and exchange rate on the stock price of Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) in the periods of 2017-2021.*

*The data collection technique used purposive sampling. In line with that, there were 10 Food and Beverage companies as the sample. Furthermore, the data were secondary in the form of financial statements of Food and Beverage companies. Moreover, the data analysis technique used multiple linear regression analysis with SPSS (Statistical Product and Service Solution) 27 version.*

*The research result indicated that profitability which was measured by Net Profit Margin (NPM) had a positive and significant effect on stock price. It meant that the increase and decrease in profitability affected the stock price. However, liquidity which was measured by Current Ratio (CR) had a negative and insignificant effect on the stock price. In other words, the incline or decline of liquidity did not cause a greater change in the stock price. In contrast, the exchange rate had a positive and significant on the stock price. This meant that the incline or decline of the exchange rate had a meaningful effect on the stock price.*

**Keywords:** Profitability, Liquidity, Exchange Rate, Stock Price

