

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh rasio Profitabilitas (ROA), Likuiditas (CR), dan Struktur Modal (DER) terhadap Harga Saham perusahaan PT Kimia Farma Tbk Tahun 2014-2020. Rasio Profitabilitas diukur dengan *Return On Asset*, Likuiditas diukur dengan *Current Ratio*, dan Struktur Modal diukur dengan *Debt to Equity Ratio*.

Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan dengan kriteria atau ciri-ciri yang telah ditentukan. Penelitian ini menggunakan penelitian kuantitatif dan menggunakan jenis data sekunder yang diperoleh dari laporan keuangan. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan aplikasi SPSS (*Statistical Package for the Social Sciences*) versi 26.

Hasil uji hipotesis (Uji t) menunjukkan bahwa Profitabilitas (ROA) berpengaruh positif tidak signifikan terhadap harga saham, Likuiditas (CR) berpengaruh negatif signifikan terhadap harga saham, dan Struktur Modal (DER) berpengaruh positif tidak signifikan terhadap Harga Saham pada perusahaan PT Kimia Farma Tbk.

Kata kunci: Profitabilitas, Likuiditas, Struktur Modal, dan Harga Saham.

ABSTRACT

This research aimed to find out and analyze the effect of profitability (ROA), liquidity (CR), and capital structure (DER) on companies' stock price at PT. Kimia Farma Tbk 2014-2020. The profitability was measured by Return On Asset, Liquidity was measured by Current Ratio, and Capital Structure was measured by Debt to Equity Ratio.

The data collection technique used purposive sampling, in which the sample was based on the criteria given. Furthermore, the research was quantitative, with secondary data from companies' financial statements. The data analysis technique used multiple linear regression with SPSS (Statistical Package for the Social Science) 26.

The hypothesis test (t-test) showed that profitability had a positive but insignificant effect on the stock price of Food and Beverage companies. In contrast, liquidity (CR) negatively and significantly affected the stock price of Food and Beverage companies..However, capital structure (DER) had a positive but insignificant impact on the stock price of Food and Beverage companies.

Keywords: Profitability, Liquidity, Capital Structure, Stock Price



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