

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas, likuiditas, dan *leverage* terhadap harga saham. Profitabilitas diukur dengan *return on asset*, likuiditas diukur dengan *current ratio*, dan *leverage* diukur dengan *debt to asset ratio*.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi pada penelitian ini adalah perusahaan kelapa sawit yang terdaftar di Bursa Efek Indonesia (BEI). Teknik pengambilan sampel menggunakan metode *purposive sampling* yaitu teknik pengambilan sampel dengan menggunakan kriteria yang telah ditentukan. Terdapat 10 perusahaan kelapa sawit yang dijadikan sampel serta data penelitian diambil selama 5 tahun yaitu tahun 2018-2022 sehingga diperoleh 50 data. Teknik analisis data menggunakan analisis Regresi Linier Berganda dengan bantuan program SPSS versi 29.

Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh positif dan signifikan terhadap harga saham, likuiditas berpengaruh positif dan signifikan terhadap harga saham, dan *leverage* berpengaruh positif dan signifikan terhadap harga saham.

Kata kunci : profitabilitas, likuiditas, *leverage*, harga saham

ABSTRACT

This research aimed to examine the effect of profitability, liquidity, and leverage on stock price. The profitability was measured by Return On Asset. While liquidity and leverage were measured by the Current Ratio and Debt to Asset Ratio.

The research was quantitative. Moreover, the population was palm oil companies listed on the Indonesia Stock Exchange (IDX). Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 10 palm oil companies as the sample. Furthermore, the data were taken for 5 years (2018-2022). Thus, the total data was 50. The data analysis technique used multiple linear regression with SPSS 29.

The result showed that profitability had a positive and significant effect on stock price. Likewise, liquidity had a significantly positive effect on stock price. Similarly, leverage had a positive and significant effect on the stock price of palm oil companies listed on IDX.

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

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