

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas, solvabilitas, dan likuiditas terhadap harga saham pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2020-2023. Pada penelitian ini variabel harga saham diproksikan dengan *closing price*, profitabilitas diproksikan dengan *Return On Asset* (ROA), solvabilitas diproksikan dengan *Debt to Equity Ratio* (DER), dan likuiditas diproksikan dengan *Current Ratio* (CR).

Metode penelitian yang digunakan adalah pendekatan kuantitatif. Populasi dalam penelitian ini sebanyak 95 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2020-2023. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* yaitu pengambilan sampel dengan menggunakan kriteria tertentu sehingga diperoleh sampel sebanyak 31 perusahaan *food and beverage*. Sumber data yang digunakan pada penelitian ini yaitu data sekunder yang diperoleh dari laporan keuangan perusahaan. Teknik analisis data menggunakan analisis regresi linear berganda dengan alat bantu aplikasi SPSS.

Hasil uji penelitian menunjukkan bahwa profitabilitas berpengaruh positif dan signifikan terhadap harga saham, solvabilitas berpengaruh negatif terhadap harga saham, likuiditas tidak berpengaruh terhadap harga saham perusahaan *food and beverages* yang terdaftar di BEI periode 2020-2023.

Kata Kunci: profitabilitas, solvabilitas, likuiditas, harga saham.

ABSTRACT

This research examines the effect of profitability, solvability, and liquidity on the stock price of the Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during 2020-2023. The stock price was a proxy by closing price, the profitability was a proxy by Return On Asset (ROA), solvability was a proxy with Debt to Equity Ratio (DER), and also liquidity was a proxy with Current Ratio (CR).

The research applies quantitatively. The population consists of 95 Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during 2020-2023. Moreover, the data collection technique used a purposive sampling method, i.e., a sample collection with specific criteria. In line with that, 31 Food and Beverage companies were obtained as a sample. The data were secondary and taken from the company's financial statements. The data analysis technique used multiple linear regression analysis with the SPSS application.

The result shows that profitability has a positive and significant effect on the stock price. However, solvability has a negative effect on the stock price. Meanwhile, liquidity does not affect the stock price of the Food and Beverage companies listed on the Indonesia Stock Exchange 2020-2023.

Keywords: *profitability, solvability, liquidity, and stock price.*



