

ABSTRAK

ANALISIS PENGARUH LIKUIDITAS, AKTIVITAS DAN PROFITABILITAS TERHADAP HARGA SAHAM PADA PERUSAHAAN MANUFAKTUR *FOOD AND BEVERAGE* YANG TERDAFTAR DI BEI TAHUN 2014 - 2017

Oleh
EHA RISMAWATI

Penelitian ini bertujuan untuk menganalisis pengaruh variabel likuiditas, aktivitas dan profitabilitas terhadap harga saham. Populasi dalam penelitian ini adalah perusahaan manufaktur *food and beverage* yang aktif dalam makanan dan minuman dan terdaftar di Bursa Efek Indonesia periode 2014-2017. Pengambilan sampel penelitian dilakukan dengan menggunakan purposive sampling yang digunakan adalah analisis regresi berganda dengan pendekatan data panel. Terdapat 11 perusahaan yang digunakan dalam sampel penelitian.

Hasil penelitian ini menunjukkan kemampuan menjelaskan variabel independen *current ratio*, *account receivable turnover*, *inventory turnover* dan *return on equity* terhadap harga saham sebesar 64,8% sedangkan sisanya 35,2% di pengaruhi oleh faktor lain di luar penelitian seperti kebijakan deviden dan lainnya. Hasil uji t menunjukkan Variabel likuiditas (*current ratio*) berpengaruh positif terhadap harga saham. Variabel aktivitas (*account receivable turnover*) tidak berpengaruh terhadap harga saham. Variable aktivitas (*inventory turnover*) tidak berpengaruh terhadap harga saham. Variabel profitabilitas (*return on equity*) berpengaruh positif terhadap harga saham.

Kata Kunci : *Current Ratio, Account Receivable Turnover, Inventory Turnover, Return On Equity* dan Harga Saham.

ABSTRACT

THE ANALYS INFLUENCE OF LIQUIDITY, ACTIVITY AND PROFITABILITY ON STOCK PRICES IN MANUFACTURING FOOD AND BEVERAGE LISTED IN INDONESIA STOCK EXCHANGE PERIOD OF 2014 - 2017

**By
EHA RISMAWATI**

This research aims to analyze the influence of liquidity, activity and profitability variables on stock prices. The population in this research was taken from manufacturing companies particularly of food and beverage which are actively traded and listed in Indonesia Stock Exchange period of 2014-2017. The sample of the research was done using purposive sampling method of multiple regression analysis with panel data approach. There were 11 companies participated in the research.

The results of this research showed that the ability to explain the independent variables of current ratio, account receivable turnover, inventory turnover and return on equity on the stock price was 64,8% while the remaining 35,2% was influenced by other factors outside the research, such as: dividend policy, and others. The result of t-test showed that the liquidity variable (current ratio) has a positive influence on stock prices. Activity variable (account receivable turnover) does not affect influence on stock prices. Activity variable (inventory turnover) does not affect influence on stock prices. Profitability variable (return on equity) has a positive influence on stock prices.

Keywords: Current Ratio, Account Receivable Turnover, Inventory Turnover, profitability and Stock Price