

ABSTRACT

Kiky Novita, Influence Analysis of Interest Rate, Inflation, EPS, Selling Growth on Stock Price at Food and Beverage Companies listed in Indonesia Stock Exchange during 2011-2015. Advisor (I): Purnamawati, S.E. M.Si; (II) Echsani Gani, S.E. M.Si.

The purpose of the study is to determine the influence of interest rate, inflation, EPS and selling growth in simultaneous and partial on Food and Beverage Companies Stock price listed in Indonesia Stock Exchange.

The study applies quantitative approach. Samples collecting technique applied is purposive sampling and obtains the samples as many as 8 companies. The instrument examination applied is classical assumption test, while data analysis technique applied for hypothesis testing are multiple linear regression with t test, F test and Determination test R^2 .

The result of the study shows that R Square as 0,787 means the amount influence of independent variable on dependent variable is 78,7, while the remaining of 21,3% is influenced by other variable outside the study. T test shows that, in partial, interest rate variable negatively influences but not significant on stock price, inflation variable positively influences but not significant on stock price, EPS variable positively influences the stock price, selling growth variable negatively influences but not significance on stock price. Based on F test, variable of interest rate, inflation, EPS and selling growth positively and significantly influence the stock price.

Keywords: Interest rate, inflation, EPS, selling growth.