

ABSTRACT

Dian Aprilia Malindo, Analysis of the Influence of Liquidity Ratio (Current Ratio, Quick ratio) and Profitability Ratio (Return On Assets, Return On Equity and Net Profit Margin) on Company Value in Manufacturing Companies in the Food and Beverage Subsector on the Indonesia Stock Exchange (IDX) 2015 -2019. Under the guidance of Drs. Bambang Sudarsono, M.M.

The aims of this study is to analyze the effect of liquidity ratios (Current Ratio, Quick ratio) and Profitability Ratios (Return On Assets, Return On Equity and Net Profit Margin) partially and simultaneously on Company Value in Food and Beverage Sub-Sector Manufacturing Companies listed on the Stock Exchange Indonesian Securities (IDX) for the period 2015-2019. This research was conducted in a quantitative descriptive manner using secondary data obtained on the Indonesia Stock Exchange (IDX). The population of this study are 26 Manufacturing companies in the Food and Beverage Sub-Sector which are listed on the Indonesia Stock Exchange (IDX). The sampling method obtained as many as 18 companies in accordance with certain criteria. For testing using T test (partial) and F test (simultaneous).

The results of the T test show that Current Ratio, Return On Assets, Return On Equity, Net Profit Margin have a significant effect, Quick Ratio has no significant effect on Firm Value. While the results of the F test are known that the Current Ratio, Quick Ratio Return On Assets, Return On Equity, Net Profit Margin have a significant effect on firm value.

This research can be used as a reference for investors in predicting future stock prices and in making decisions to invest.

Keywords : Current Ratio (CR), Quick Ratio (QR), Return On Asset (ROA), Return On Equity (ROE), Net Profit Margin (NPM), Price Earning Ratio (PER).

ABSTRAK

Dian Aprilia Malindo, Analisis Pengaruh Rasio Likuiditas (*Curren Ratio*, *Quick ratio*) dan Rasio Profitabilitas (*Return On Asset*, *Return On Equity* dan *Net Profit Margin*) Terhadap Nilai Perusahaan Pada Perusahaan Manufaktur Sub Sektor Makanan dan Minuman di Bursa Efek Indonesia (BEI) 2015-2019. Di bawah bimbingan Drs. Bambang Sudarsono, M.M.

Peneliti ini bertujuan untuk menganalisis pengaruh rasio likuiditas (*Curren Ratio*, *Quick ratio*) dan Rasio Profitabilitas (*Return On Asset*, *Return On Equity* dan *Net Profit Margin*) secara parsial dan simultan terhadap Nilai Perusahaan Pada Perusahaan Manufaktur Sub Sektor Makanan dan Minuman yang terdaftar di Bursa Efek Indonesia (BEI) periode 2015-2019. Penelitian ini dilakukan secara deskriptif kuantitatif dengan menggunakan data sekunder yang diperoleh di Bursa Efek Indonesia (BEI). Populasi dari penelitian ini yaitu sebanyak 26 perusahaan Manufaktur Sub Sektor Makanan dan Minuman yang terdaftar di Bursa Efek Indonesia (BEI). Metode pengambilan sampel diperoleh sebanyak 18 perusahaan yang sesuai dengan kriteria –kriteria tertentu. Untuk pengujian menggunakan Uji T (parsial) dan Uji F (simultan).

Hasil uji T diketahui bahwa *Current Ratio*, *Return On Asset*, *Return On Equity*, *Net Profit Margin* berpengaruh signifikan, *Quick Ratio* berpengaruh tidak signifikan terhadap Nilai Perusahaan. Sedangkan hasil Uji F diketahui bahwa *Current Ratio*, *Quick Ratio*, *Return On Asset*, *Return On Equity*, *Net Profit Margin* berpengaruh signifikan terhadap Nilai Perusahaan.

Penelitian ini dapat digunakan sebagai acuan bagi para investor dalam memprediksi harga saham yang akan datang dan dalam mengambil keputusan untuk berinvestasi.

Kata Kunci: *Current Ratio (CR)*, *Quick Ratio (QR)*, *Return On Asset (ROA)*, *Return On Equity (ROE)*, *Net Profit Margin (NPM)*, *Price Earning Ratio (PER)*.