

ABSTRAK

VERY ANDRIANINGSIH, Pengaruh Profitabilitas, Likuiditas dan Struktur Modal Terhadap Harga Saham Pada Perusahaan Makanan dan Minuman yang Terdaftar di Bursa Efek Indonesia (BEI). Tujuan penelitian ini adalah untuk mengetahui adanya pengaruh *Return on Equity* (ROE), *Earning Per Share* (EPS), *Current Ratio* (CR), *Quick Ratio* (QR), *Debt to Equity Ratio* (DER), baik secara parsial maupun simultan terhadap harga saham perusahaan manufaktur sub-sektor makanan dan minuman yang terdaftar pada Bursa Efek Indonesia.

Pendekatan penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Metode pengambilan sampel yang digunakan adalah purposive sampling dan diperoleh sampel sebanyak 12 perusahaan. Untuk pengujian instrumen menggunakan Uji Asumsi Klasik, sedangkan tehnik analisis data yang digunakan untuk mengetahui hipotesis adalah menggunakan regresi linear berganda dengan memakai Uji t dan Uji F.

Berdasarkan hasil penelitian menunjukkan bahwa nilai R Square sebesar 0,355 yang berarti besarnya pengaruh variabel bebas terhadap variabel terikat adalah 35,5%, sedangkan sisanya 64,5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Berdasarkan uji F variabel *Return on Equity* (ROE), *Earning Per Share* (EPS), *Current Ratio* (CR), *Quick Ratio* (QR), *Debt to Equity Ratio* (DER) secara simultan berpengaruh signifikan terhadap harga saham. Berdasarkan uji t diketahui bahwa *Earning Per Share* (EPS) tidak berpengaruh secara parsial terhadap harga saham.

Kata kunci : *Return on Equity* (ROE), *Earning Per Share* (EPS), *Current Ratio* (CR), *Quick Ratio* (QR), *Debt to Equity Ratio* (DER) dan harga saham

ABSTRACT

VERY ANDRIANINGSIH, The influence of profitability , liquidity and capital structure on the price of shares in the company food and drink are listed on the indonesia stock exchange (BEI). The purpose of this research is to know that the influence of return on equity (ROE) earning per share (EPS), current ratio (CR), quick ratio (QR) debt to equity ratio (DER) both a partial and simultaneous against stock prices manufacturing companies including food and drink are listed on the indonesia stock exchange.

Research approach used in this research is the quantitative approach. The sample collection method used is purposive sampling and obtained a sample as many as 12 companies .An instrument for testing the use of the classic , while the data analysis technique used to know the hypothesis is linear regression using double by wearing the t and the f.

Based on the results of the study showed that the value of R Square of 0,355 which means free variables influence the magnitude of the variable is bound against 35.5%, while the remaining 64.5% are affected by other variables not examined in this study. Based on the test F variable Return on Equity (ROE), Earning Per Share (EPS), Current Ratio (CR), Quick Ratio (QR), Debt to Equity Ratio (DER) simultaneously effect significantly to stock prices. It is known that t-test based on the Earning Per Share (EPS) has no effect partially against the stock price.

Password: Return on Equity (ROE), Earning Per Share (EPS), Current Ratio (CR), Quick Ratio (QR), Debt to Equity Ratio (DER) and stock prices.