

ABSTRACT

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THE IMPACT OF CURRENT RATIO, DEBT TO ASSET RATIO, AND RETURN ON EQUITY TOWARD STOCK PRICE OF CONSUMER GOODS INDUSTRY LISTED IN INDONESIA STOCK EXCHANGE

(xv+66 pages; 6 figures; 16 tables; 5 appendixes)

The aim of this research is to determine the impact of the variables Current Ratio, Debt to Asset Ratio, and Return on Equity toward stock price of consumer goods industry listed in Indonesia Stock Exchange for the period 2017-2020. This study is a descriptive study conducted under the quantitative approach using secondary data in the form of financial statements. The sampling method used in this research is purposive sampling method, with a total sample of 31 companies from a population of 66 companies. The analysis model used in this research is multiple linear regression model.

Data processing on this research using statistical tools SPSS 25.0. The result of this research shows that Current Ratio has negative and no effect the stock price. Debt to Asset Ratio has positive and no effect the stock price. Return on Equity has positive and effect the stock price. Simultaneous Current Ratio, Debt to Asset Ratio, and Return on Equity effect the stock price.

Keywords: Current Ratio (CR), Debt to Asset Ratio (DAR), Return on Equity (ROE), Stock Price

References: 26 (2011-2020)

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(xv+66 halaman; 6 figur; 16 tabel; 5 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh Rasio Lancar, Debt to Asset Ratio dan Return on Equity terhadap harga saham pada perusahaan-perusahaan yang bergerak di bidang industri barang konsumsi di Indonesia pada periode tahun 2017-2020. Teknik analisa data yang digunakan dalam penelitian ini adalah kuantitatif. Pengambilan sampel menggunakan metode purposive sampling dengan menggunakan kriteria tertentu. Sampel penelitian sebanyak 31 perusahaan dari 66 perusahaan.

Pengolahan data dalam penelitian ini menggunakan SPSS 25.0. Hasil penelitian ini menunjukkan bahwa secara parsial tidak ada pengaruh antara Rasio Lancar terhadap harga saham, secara parsial tidak ada pengaruh antara Debt to Asset Ratio terhadap harga saham dan secara parsial ada pengaruh antara Return on Equity terhadap harga saham, serta secara simultan ada pengaruh antara Rasio Lancar, Debt to Asset Ratio dan Return on Equity terhadap harga saham pada perusahaan-perusahaan yang bergerak di bidang industri barang konsumsi di Indonesia pada periode tahun 2017-2020.

Kata Kunci: *Current Ratio (CR), Debt to Asset Ratio (DAR), Return on Equity (ROE), Harga Saham*

Referensi: 26 (2011-2020)