THE INFLUENCE OF LIQUIDITY RATIO, PROFITABILITY RATIO, AND SALES GROWTH ON STOCK PRICE ON CONSUMER GOODS INDUSTRY IN INDONESIA STOCK EXCHANGE

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ABSTRACT

This study aims to analyze the influence of liquidity ratio, profitability ratio, and sales growth of the share price in consumer goods industry in indonesia stock exchange. Data obtained by 20 firms with the period from 2009-2010 and linked to four variables of the study, namely : three independent variables : current ratio (CR), return on equity (ROE), sales growth and one dependent variable : the share price. Data analysis method used is the test for normality, multicollinearity test, test of heteroscedasticity, autocorrelation test, t test, and f test.

The results showed that : (1) variable current ratio does not affect the stock price, (2) variable return on equity effect on stock price, (3) variable sales growth does not affect the stock price, (4) for the f test result, current ratio, return on equity and sales growth to simultaneously have a significant effect stock prices.

Keywords: Stock Price, Current Ratio, Return on Equity and Sales Growth

PENGARUH RASIO LIKUIDITAS, RASIO PROFITABILITAS, DAN PERTUMBUHAN PENJUALAN TERHADAP HARGA SAHAM PERUSAHAAN CONSUMER GOODS DI BURSA EFEK INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh rasio likuiditas, rasio profitabilitas, dan pertumbuhan penjualan terhadap harga saham pada perusahaan consumer goods di bursa efek indonesia. Data yang diperoleh sebanyak 20 perusahaan dengan kurun waktu 2009-2010 dan dihubungkan dengan 4 variabel penelitian, yaitu : 3 variabel independen : current ratio (CR), return on equity (ROE), pertumbuhan penjualan dan 1 variabel dependen : harga saham. Metode analisis data yang digunakan adalah uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji autokorelasi, uji t, dan uji f.

Hasil penelitian menunjukan bahwa : (1) variabel current ratio tidak berpengaruh terhadap harga saham, (2) variabel return on equity berpengaruh terhadap harga saham, (3) variabel sales growth tidak berpengaruh terhadap harga saham, (4) untuk hasil uji f, current ratio, return on equity and sales growth secara simultan berpengaruh signifikan terhadap harga saham.

Kata Kunci : harga saham, rasio lancar, return on equity dan pertumbuhan penjualan