

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara *current ratio* (CR), *total asset turnover* (TATO), *return on equity* (ROE), dan *price earning ratio* (PER) terhadap harga saham (studi kasus sub sektor *food and beverage* yang terdaftar di BEI periode 2011-2017). Penelitian ini dilakukan dengan menggunakan data sekunder. Teknik sampel yang digunakan adalah metode kausal. Dari delapan belas perusahaan, hanya diambil sepuluh perusahaan, karena perusahaan tersebut memperoleh laba selama periode penelitian. Untuk keperluan analisis data dalam penelitian ini, penulis menggunakan pengujian statistik yang dibantu oleh program Eviews 9. Dalam melakukan pengujian hipotesis, penulis menggunakan uji t untuk hipotesis parsial. Hasil penelitian menunjukkan bahwa variabel *current ratio* (CR) yang berpengaruh positif dan tidak signifikan terhadap harga saham, dan variabel *total asset turnover* (TATO) yang berpengaruh negatif dan tidak signifikan terhadap harga saham. Sedangkan variabel *return on equity* (ROE) dan *price earning ratio* (PER) berpengaruh positif dan signifikan terhadap harga saham pada perusahaan sub sektor food and beverage yang terdaftar di BEI periode 2011-2017.

Kata kunci : *Current Ratio* (CR), *Total Asset Turnover* (TATO), *Return On Equity* (ROE), *Price Earning Ratio* (PER), dan Harga Saham.

ABSTRACT

The purpose of this study was to determine the effect of current ratio (CR), total asset turnover (TATO), return on equity (ROE), dan price earning ratio (PER) on stock price (studies in company sub sector food and beverage listed on the BEI 2011-2017). This research was conducted using secondary data. Sampling technique used is purposive sampling. The analytical method used is the method of causal analysis. From eighteen companies, only take ten companies, because the companies has earned profit during the study period. For the purposes of data analysis in this study, the authors used statistical test were assisted by the Eviews 9 program. In testing the hypothesis, the authors use the t test for the partial hypothesis. The result showed current ratio (CR) variable has positive and no significant effect on the stock price, and total asset turnover (TATO) variable has negative and no significant effect on the stock price. But return on equity (ROE) and price earning ratio (PER) variable has positive and significant effect on the stock price on company sub sector food and beverage listed on the BEI 2011-2017.

Keywords : *Current Ratio (CR), Total Asset Turnover (TATO), Return On Equity (ROE), Price Earning Ratio (PER), and Stock Price.*

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