

ABSTRAK

Pada saat ini investasi di pasar modal menjadi salah satu cara investasi yang banyak diminati oleh para investor di Indonesia. Investasi saham di pasar modal memiliki daya tarik sendiri bagi para investor, karena menjanjikan dua keuntungan dalam investasi saham pada perusahaan yang sudah *go public*, yaitu *dividen* dan *capital gain*. Perusahaan manufaktur sub sektor makanan dan minuman masuk dalam kategori yang diminati oleh para investor, perusahaan tersebut mempunyai peluang untuk tumbuh dan berkembang. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Return On Asset*, *Price Book Value*, dan *Sales Growth* terhadap Harga Saham perusahaan yang masuk dalam Bursa Efek Indonesia tahun 2017 s.d 2021 secara parsial, dan menganalisis implikasi dari hasil penelitian mengenai hal tersebut. Sampel penelitian terdiri dari 16 perusahaan yang ditemukan berdasarkan teknik *purposive sampling*. Statistik yang digunakan dalam penelitian ini adalah metode analisis regresi data panel dan diolah dengan Eviews 12. Hasil penelitian, membuktikan bahwa variabel *Return On Asset* dan *Price Book Value* berpengaruh signifikan terhadap harga saham, sedangkan variabel *Sales Growth* tidak berpengaruh signifikan terhadap harga saham yang dihasilkan oleh penelitian ini sebesar 47,49% dan sisanya sebesar 52,51% dapat dijelaskan oleh variabel lain yang tidak dimasukkan dalam model. Artinya kenaikan *Return On Asset* dan *Price Book Value* dapat meningkatkan harga saham perusahaan di Bursa Efek Indonesia periode 2017 s.d 2021. Keterbatasan yang dialami dapat menjadi beberapa faktor yang perlu mendapat perhatian lebih di masa mendatang. Peneliti untuk lebih menyempurnakan penelitiannya karena penelitian ini sendiri tentunya mempunyai kekurangan yang perlu terus diperbaiki pada penelitian-penelitian selanjutnya.

Kata Kunci: Harga Saham, *Return On Asset*, *Price Book Value*, *Sales Growth*, *go public*, *dividen*, *capital gain*, *purpose sampling*.

ABSTRACT

Currently investing in the capital market is one way of investment that is in great demand by investors in Indonesia. Investing in shares in the capital market has its own charm for investors, because it promises two advantages in investing in shares in companies that have gone public, namely dividends and capital gains. Manufacturing companies in the food and beverage sub-sector are included in the category that investors are interested in, these companies have opportunities to grow and develop. This study aims to partially test and analyze the effect of Return On Assets, Price Book Value, and Sales Growth on the stock prices of companies listed on the Indonesia Stock Exchange from 2017 to 2021, as well as analyze the implications of the research results on this affairs. The research sample totaled 16 companies which were found based on purposive sampling technique. The statistic used in this study is panel data regression analysis method and processed with Eviews 12. The results of this study prove that the variables Return On Assets and Price Book Value have a significant effect on stock prices, while the Sales Growth variable has no significant effect on stock prices. significant influence on stock prices. the significant effect on stock prices resulting from this research is 47.49% and the remaining 52.51% can be explained by other variables not included in the model. This means that an increase in Return On Assets and Price Book Value can increase the price of company shares on the Indonesia Stock Exchange for the period 2017 to 2021. The limitations experienced may be a number of factors that need more attention in the future. Researchers should further refine their research because this research itself certainly has deficiencies that need to be corrected in further research.

Keywords: Stock Price, Return On Assets, Price Book Value, Sales Growth, Go Public, Dividend, Capital Gain, Purpose Sampling.