

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel fundamental terhadap harga saham perusahaan. Objek penelitian yang dilakukan adalah perusahaan manufaktur sektor barang konsumsi yang terdaftar di Bursa Efek Indonesia pada periode 2016—2020. Metode pengambilan sampel menggunakan metode purposive sampling, dengan jumlah sampel sebanyak 36 perusahaan manufaktur sektor barang konsumsi. Teknik analisis data digunakan adalah data sekunder dan analisis jalur menggunakan E-viwes 9.

Hasil penelitian menunjukkan bahwa (1) *growth* secara parsial berpengaruh positif dan signifikan terhadap harga saham, (2) *profitabilitas* secara parsial berpengaruh negatif dan signifikan terhadap harga saham, (3) *leverage* secara parsial berpengaruh negatif dan signifikan terhadap harga saham, (4) *likuiditas* secara parsial berpengaruh negatif dan signifikan terhadap harga saham, (5) *price earning ratio* secara parsial tidak berpengaruh signifikan terhadap harga saham.

Kata Kunci : Harga Saham, Profitabilitas, Growth, Leverage, Likuiditas, Price earning ratio

ABSTRACT

The purpose of this study was to determine the effect of fundamental variables on the company's stock price. The object of the research is manufacturing companies in the consumer goods sector which are listed on the Indonesia Stock Exchange in the 2016-2020 period. The sampling method used purposive sampling method, with a total sample of 36 manufacturing companies in the consumer goods sector. The data analysis technique used is secondary data and path analysis using E-views 9.

The results show that (1) growth partially has a positive and significant effect on stock prices, (2) profitability partially has a negative and significant effect on stock prices, (3) leverage partially has a negative and significant effect on stock prices, (4) liquidity partially negative and significant effect on stock prices, (5) price earning ratio partially does not have a significant effect on stock prices.

Keywords: Stock Price, Profitability, Growth, Leverage, Liquidity, Price earning ratio