

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari determinan (faktor yang menentukan) harga saham pada perusahaan sektor *consumer non-cyclicals* yang terdaftar di Bursa Efek Indonesia periode 2019-2021; dilihat dari perspektif rasio keuangan seperti *current ratio*, *net profit margin*, *return on equity*, *earning per share*, dan *dividend payout ratio*. Populasi pada penelitian ini adalah seluruh perusahaan sektor *consumer non cyclicals* yang terdaftar di Bursa Efek Indonesia periode 2019-2021. Metode penarikan sampel yang digunakan adalah metode *purposive sampling*. Data sekunder yang digunakan di dalam penelitian diperoleh dari situs www.idx.co.id. Penelitian ini dilakukan dengan menggunakan teknik analisis regresi linear berganda dengan bantuan SPSS versi 25. Penelitian mensyaratkan bahwa data harus memenuhi asumsi klasik melalui uji normalitas, multikolinearitas, autokorelasi, dan heteroskedastisitas. Pengujian hipotesis di dalam penelitian meliputi uji simultan (uji F), uji parsial (uji t), dan uji koefisien determinasi. Hasil penelitian menyimpulkan bahwa *current ratio*, *net profit margin*, *return on equity*, *earning per share*, dan *dividend payout ratio* secara simultan berpengaruh terhadap harga saham, *current ratio* tidak berpengaruh terhadap harga saham, *net profit margin* tidak berpengaruh terhadap harga saham, *return on equity* tidak berpengaruh terhadap harga saham, *earning per share* berpengaruh terhadap harga saham, *dividend payout ratio* berpengaruh terhadap harga saham.

Kata Kunci : rasio keuangan, harga saham

ABSTRACT

*This study aims to determine the effect of the determinants (determining factors) of stock prices in consumer non-cyclicals sector companies listed on the Indonesia Stock Exchange for the 2019–2021 period, seen from the perspective of financial ratios such as the current ratio, net profit margin, return on equity, earnings per share, and dividend payout ratio. The population in this study is comprised of all consumer non-cyclicals sector companies listed on the Indonesia Stock Exchange for the 2019–2021 period. The sampling method used is the purposive sampling method. The secondary data used in the research was obtained from the website www.idx.co.id. This research was conducted using multiple linear regression analysis techniques with the help of SPSS version 25. The research requires that the data meet the classical assumptions through tests of normality, multicollinearity, autocorrelation, and heteroscedasticity. Hypothesis testing in this study includes simultaneous tests (*F* test), partial tests (*t* test), and coefficient of determination tests. The results of the study concluded that the current ratio, net profit margin, return on equity, earnings per share, and dividend payout ratio simultaneously affect stock prices; the current ratio has no effect on stock prices; the net profit margin has no effect on stock prices; the return on equity has no effect on stock prices; the earnings per share has an effect on stock prices; and the dividend payout ratio has an effect on stock prices.*

Keywords: financial ratios, stock prices