ABSTRAK

PENGARUH *CURRENT RATIO, DEBT TO EQUITY RATIO, TOTAL ASSET TURNOVER* DAN *NET PROFIT MARGIN* TERHADAP HARGA SAHAM (STUDI PADA SUB-SEKTOR PERHOTELAN, RESTORAN DAN PARIWISATA YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2015-2018)

Helena Tombeg

Universitas Mercu Buana

Yogyakarta

16062264

2020

Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan *Current Ratio, Debt to Equity Ratiom, Total Assets Turnover* dan *Net Profit Margin* terhadap harga saham. Populasi dalam penelitian ini adalah perusahaan sub sektor hotel, resotran dan pariwisata yang terdaftar di Bursa Efek Indonesia. Sampel dalam penelitian ini adalah tujuh perusahaan sub sektor hotel, resotran dan pariwisata, teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Teknik pengumpulan data dengan dokumentasi dan studi pustaka. Teknik pengumpulan data menggunakan teknik Regresi Linear Berganda. Hasil penelitian menunjukan bahwa: 1) *Total Assets Turnover* dan *Debt to Equity Ratio* secara parsial berpengaruh terhadap harga saham. 2) *Current Ratio, Debt to Equity, Total Assets Turnover* dan *Net Profit Margin* secara simultan berpengaruh terhadap harga saham.

Kata Kunci : *Current Ratio, Debt to Equity Ratio, Total Assets Turnover,*

Net Profit **dan Harga Saham.**

ABSTRAC

INFLUENCE OF CURRENT RATIO, DEBT TO EQUITY RATIO, TOTAL ASSET TURNOVER AND NET PROFIT MARGIN ON STOCK PRICE
(EMPRICAL STUDY OF SUB-SECTOR HOTEL, RESTAURANT AND HOSPITALITY LISTED ON THE INDONESIA STOCK EXCHANGE PERIOD 2015-2018)

Helena Tombeg

Mercu Buana University

Yogyakarta

2020

This study aims to determine the partial and simultaneous influence of Current Ratio, Debt to Equity Ratio, Total Assets Turnover and Net Profit Margin on stock prices. The population on this study was hotel, restaurant and tourism sub sector companies listed on the Indonesian Stock Exchange. The sample in this study were seven companies in hotel, restaurant and tourism sub sector listed on the Indonesian Stock Exchange. The sampling technique in this study was purposive sampling. Data collection technique was documentation and book study. Data analysis used multiple linear regression analysis technique. The result of study showed that: 1) Total Assets Turnover and Debt to Equity Ratio partially influenced stock price. 2) Current Ratio, Debt to Equity Ratio, Total Assets Turnover and Net Profit Margin simultaneously influence stock prices.

Keyword : Current Ratio, Debt to Equity Ratio, Total Assets Turnover, Net Profit Margin and Stock Prices.