

## ABSTRAK

Penelitian ini bertujuan untuk memberikan bukti empiris mengenai pengaruh karakteristik perusahaan terhadap harga saham perusahaan manufaktur sektor *Food & Beverage* periode 2020-2021. Karakteristik perusahaan yang diteliti yaitu rasio keuangan yang meliputi: rasio likuiditas, solvabilitas, profitabilitas, aktivitas, dan rasio pasar. Sampel penelitian yang digunakan sebanyak 30 data keuangan perusahaan sektor *Food & Beverage* yang diperoleh dengan teknik *purposive sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan metode dokumentasi. Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Analisis data yang digunakan yaitu metode statistik deskriptif, uji asumsi klasik (Uji Normalitas, Uji Multikolinearitas, Uji Autokorelasi dan Heteroskedastisitas) dan Uji Regresi Linear Berganda. Hasil dari penelitian menunjukkan bahwa rasio likuiditas (X1), rasio solvabilitas (X2), dan rasio aktivitas (X4) tidak berpengaruh terhadap harga saham. Sedangkan rasio profitabilitas (X3) dan rasio pasar (X5) berpengaruh terhadap harga saham. Secara simultan variabel Rasio likuiditas, solvabilitas, profitabilitas, aktivitas, dan rasio pasar berpengaruh terhadap harga saham.

**Kata kunci:** Saham, Harga Saham, Rasio Keuangan, Signalling Theory, Keputusan Investasi

### **ABSTACT**

*This study aims to provide empirical evidence regarding the influence of company characteristics on the stock prices of companies manufacture in the Food & Beverage sector for the 2020-2021 period. The characteristics of the companies studied are financial ratios which include: liquidity ratios, solvency, profitability, activity, and market ratios. The research sample used was 30 financial data of companies in the Food & Beverage sector obtained by purposive sampling technique. Data collection techniques in this study used the documentation method. The research method used is a quantitative research method. Data analysis used is descriptive statistical method, classical assumption test (Normality Test, Multicollinearity Test, Autocorrelation Test and Heteroscedasticity) and Multiple Linear Regression Test. The results of the study show that the liquidity ratio (X1), solvency ratio (X2), and activity ratio (X4) have no effect on stock prices. While the profitability ratio (X3) and market ratio (X5) have an effect on stock prices. Simultaneously the variable ratio of liquidity, solvency, profitability, activity, and market ratios affect stock prices.*

*Keywords: Stocks, Stock Prices, Financial Ratios, Signaling Theory, Decisions*