

ABSTRAK

Tekstil dan garmen merupakan perusahaan manufaktur berada pada bidang tekstil atau kain. Dijelaskan riset ini menganalisa terkait pengaruh pertumbuhan *asset*, likuiditas dan pertumbuhan penjualan terhadap harga saham. Pendekatan dipakai ialah secara kuantitatif, dengan populasi perusahaan tekstil dan garmen yang terdaftar di BEI tahun 2016-2019 serta sampel yang dipakai 8 perusahaan yang dilengkapi dengan laporan keuangan pada tahun 2016-2019. Didapatkan hasil sesuai uji statistik uji-t telah terbukti pertumbuhan *asset* tidak berpengaruh terhadap harga saham, likuiditas berpengaruh terhadap harga saham, pertumbuhan penjualan tidak berpengaruh terhadap harga saham, adapun pengujian secara simultan memperlihatkan bahwa pertumbuhan *asset*, likuiditas dan pertumbuhan penjualan secara simultan berpengaruh terhadap harga saham.

Kata Kunci : Pertumbuhan *Asset*, Likuiditas, Pertumbuhan Penjualan, Harga Saham.

ABSTRACT

Textiles and garments are manufacturing companies that are in the textile field or fabric. It was explained that this research analyzes the influence of asset growth, liquidity and growth sale against share price. The approach used is quantitative, with population textile and garment companies that were registered in BEI in 2016-2019 and the samples used 8 companies that are equipped with financial reports for years 2016-2019. The results were obtained according to the test the t-test statistic has proven that asset growth has no effect on stock prices and liquidity has a effect on effect on prices, sales growth has no effect on prices share, while testing simultaneously shows that asset growth, liquidity and sales growth simultaneously affects stock prices.

Keywords : *asset growth, liquidity, sales growth, share price*

