

## ABSTRACT

*This research aims to find out liquidity as measured by CR, Leverage calculated by DER and Profitability calculated by ROA, there is an effect on share prices in cosmetics and housekeeping sub-sector companies listed on the Indonesia Stock Exchange. The independent variables used are liquidity, leverage, and profitability. While the dependent variable used is the stock price. The samples used in this research were 5 companies that were taken by means of subjective sampling techniques. The results of this research show that liquidity has an influence on the share price of the cosmetics and household subsector which is listed on the Indonesia Stock Exchange in 2013-2019. Leverage has no effect on the stock price of the cosmetics and household subsector which is listed on the Indonesia Stock Exchange in 2013-2019, and Profitability has no effect on the share price of the cosmetics and household subsector which is listed on the Indonesia Stock Exchange 2013-2019.*

*Keywords: Liquidity, Leverage, Profitability, Stock Price*

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui *Likuiditas* yang diukur dengan CR, *Leverage* dihitung dengan DER dan *Profitabilitas* dihitung dengan ROA ada pengaruh terhadap Harga Saham pada perusahaan subsektor cosmetics and household yang terdaftar di Bursa Efek Indonesia. Variabel independen yang digunakan ialah *Likuiditas*, *Leverage*, dan *Profitabilitas*. Sedangkan variabel dependen yang digunakan adalah Harga Saham. Sampel yang digunakan dalam penelitian ini ada 5 perusahaan yang diambil dengan cara teknik *subyektif sampling*. Hasil penelitian ini menunjukkan bahwa likuiditas ada pengaruh terhadap harga saham subsektor cosmetics and household yang terdaftar di Bursa Efek Indonesia tahun 2013-2019. Leverage tidak berpengaruh terhadap terhadap harga saham subsektor cosmetics and household yang terdaftar di Bursa Efek Indonesia tahun 2013-2019, dan Profitabilitas berpengaruh terhadap harga saham subsektor cosmetics and household yang terdaftar di Bursa Efek Indonesia tahun 2013-2019.

Kata Kunci: *Likuiditas*, *Leverage*, *Profitabilitas*, Harga Saham