

ABSTRACT

The purpose for this study to analyze also study the presence or absence of financial ratios that contribut to stock prices. The population in this study is the financial statements of consumer goods industry companies that are listed on the IDX. The study used 36 samples from 6 consumer goods companies with a reporting period of 6 years. Secondary data is a type of data in this study. The method or method used is the quantitative method, where data are analyzed with the classic assumption test, multiple linear regression, also the coefficient of determination. The research carried out resulted in a significant variable influencing the share price of ROA and EPS. Whereas CR, DER, and TATO had no significant effect on stock prices.

Keywords: Financial Ratios, Stock Prices.

ABSTRAK

Tujuannya dari penelitian ini adalah menganalisis juga mengetahui ada tidaknya rasio keuangan yang memberi pengaruh terhadap harga saham. Populasi di penelitian adalah laporan keuangan perusahaan industri barang konsumsi yang ada terdaftar BEI. Penelitian menggunakan 36 sampel dari 6 perusahaan barang konsumsi dengan periode laporan selama 6 tahun. Data sekunder merupakan jenis data yang ada di penelitian ini. Cara atau metode yang dipakai yakni metode kuantitatif, dimana data dianalisis dengan uji asumsi klasik, regresi linear berganda, juga koefisien determinasi. Penelitian yang dilakukan menghasilkan ada variabel yang signifikan mempengaruhi harga saham yaitu ROE dan EPS. Sedangkan CR, DER, dan TATO tidak berpengaruh signifikan terhadap harga saham.

Kata kunci: *Rasio Keuangan, Harga Saham.*

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