

ABSTRACT

Nicodemus Halim / 37150319 / 2019 / The Effect of Liquidity Ratio, Profitability Ratio, Sales Growth and Economic Value Added on Stock Prices in Manufacturing Companies Listed in Indonesia Stock Exchange from 2016 to 2018/ Advisor: Leonard Pangaribuan, S.E., M.M., M.Ak., Ak., CPA.

Stocks are one of the financial instruments in the form of ownership letters from entity or company. Stock is one of the products of the capital market whose value is easy to change. Changes in stock prices are usually caused by investors who make buying and selling. The stock price continues to rise due to the interest of investors to buy shares in the company. To attract investors, companies must know what are the criteria for investors to invest. There are several factors that affect investor interest that cause stock prices to increase, such factors as Liquidity Ratio, Profitability Ratio, Sales Growth, and Economic Value Added.

This research is based on capital market theory which is a connector between investors with companies that receive funds. The capital market has an important role for a country's economy because the capital market has a function as a means for business funding or as a means for companies to get funds from investors.

Researchers used the observation method to collect data by searching financial statements of manufacturing companies on the Indonesia Stock Exchange. The period of financial statements sought is the period 2016-2018. There are 55 companies that fit the criteria to be sampled, so the samples obtained are 165 samples. Tests carried out were descriptive analysis, efficiency suitability test, classic assumption test, and multiple linear regression test..

The results obtained were variable liquidity ratio was not proven has an effect on stock prices with a sig value of 0.300 and a beta value of -165.444, profitability ratio proved has positive effect on stock prices with a value of sig 0,000 and a beta value of 14314,564, sales growth was not proven has an effect on stock prices with a sig value of 0.475, economic value added is not proven has an effect on stock prices with a sig value of 0.231 and a beta value of 0.0000002227.

The results of this research can be concluded the profitability ratio has a positive effect on stock prices. While the liquidity ratio, sales growth, and Economic Value Added have not been proven to have an effect on stock prices..

Keywords : Liquidity Ratio, Profitability Ratio, Sales Growth, Economic Value Added (EVA), Stock Price