ABSTRAK

PENGARUH *LEVERAGE*, UKURAN PERUSAHAAN, *GROSS PROFIT MARGIN* DAN *CURRENT RATIO* TERHADAP HARGA SAHAM PADA PERUSAHAAN MANUFAKTUR SEKTOR INDUSTRI BARANG DAN KONSUMSI

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Penelitian ini bertujuan untuk melihat pengaruh variable *leverage*, ukuran perusahaan, *gross profit margin* dan *current ratio* terhadap harga saham. Populasi penelitian ini diperoleh 54 perusahaan yang terseleksi memakai *purposive sampling* melalui kriteria tertentu sebanyak 24 perusahaan dikali lima tahun menjadi 120. Jenis data yang dipergunakan dalam penelitian ini ialah data kuantitatif. Sumber data pada penelitian ini ialah data sekunder. Teknik pengumpulan data dijalankan melalui teknik dokumentasi serta analisis data menggunakan analisis linear berganda dengan menggunakan uji F dan uji t di level signifikan 5% dan koefisien determinasi. Hasil penelitian secara parsial menunjukkan gross profit margin dan ukuruan perusahaan berpengaruh signifikan terhadap audit harga saham, leverage dan *curren ratio* tidak berpengaruh signifikan terhadap harga saham dan umur perusahaan. Hasil penelitian secara simultan menunjukkan *leverage*, ukuran perusahaan, *gross profit margin* dan *current ratio* berpengaruh terhadap harga saham.

Kata Kunci : Leverage, Ukuran Perusahaan, Gross Profit Margin, Current Ratio, Harga Saham

ABSTRACT

THE EFFECT OF LEVERAGE, fCOMPANY fFIRM SIZE, GROSS PROFIT MARGIN AND CURRENT RATIO ON THE PRICE OF SHARE ON MANUFACTURING COMPANIES INDUSTRIAL SECTORITEM AND CONSUMPTION

This inal study aims to examine the effect of variable leverage, firm size, gross profit margin and current ratio on share prices. The population for the final research was obtained 54 companies selected using purposive sampling through certain criteria a total of 24 companies multiplied by five years to 120. Types of data that are used in inificial research are quantitative data. Sources of data in research are secondary data. The technique data collection is carried out through the documentation technique and data analysis using linear multiple analysis with using uji F and uji t in F level significant 5% and the coefficient of determination. The results of the partial study show that gross profit margin and company size has a significant effect on auditing stock prices, leverage, and current ratio no significant effect on of stock prices and company earnings. The results of the simultaneous research show that leverage, firm size, gross profit margin and current ratio have an effect on stock prices.

Keywords: leverage, firm size, gross profit margin and current ratio on stock prices