ABSTRAK

PENGARUH PROFITABILITAS, LIKUIDITAS, SOLVABILITAS, KEPEMILIKAN INSTITUSIONAL DAN AKTIVITAS TERHADAP KEPUTUSAN INVESTASI PADA PERUSAHAAN IDX 80 YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2016-2021

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel profitabilitas, pendanaan, pendanaan, kepemilikan institusional, dan operasional terhadap keputusan investasi. Populasi penelitian ini dikumpulkan dari 80 perusahaan yang dipilih secara khusus menurut kriteria tertentu, hingga menjadi 28 perusahaan. Data yang digunakan dalam penelitian ini bersifat kuantitatif. Sumber data dalam penelitian ini adalah data sekunder. Pengumpulan data dilakukan dengan metode tulis dan analisis data dilakukan dengan uji linier beda, uji F dan uji t. (Y) dapat dijelaskan oleh variasi profitabilitas, pendanaan, pembiayaan, kepemilikan institusional, dan fleksibilitas operasional, sedangkan sisanya sebesar 63,5% dijelaskan oleh faktor lain yang tidak termasuk dalam penelitian ini. Hasil penelitian secara parsial menunjukkan bahwa kepemilikan dan kinerja perusahaan berpengaruh positif dan signifikan terhadap keputusan investasi, profitabilitas tidak berpengaruh negatif signifikan terhadap keputusan investasi, dan likuiditas dan likuiditas tidak berpengaruh signifikan terhadap keputusan investasi. investasi. Temuan penelitian juga menunjukkan bahwa profitabilitas, keuangan, kepemilikan institusional, dan kinerja mempengaruhi keputusan investasi.

Kata kunci : Profitabilitas, Likuiditas, Solvabilitas, Kepemilikan Institusional, Aktivitas, Keputusan Investasi

THE INFLUENCE OF PROFITABILITY, LIQUIDITY, SOLVENCY, INSTITUTIONAL OWNERSHIP AND ACTIVITIES ON INVESTMENT DECISIONS IN IDX 80 COMPANIES WHICH ARE LISTED ON THE EXCHANGEINDONESIAN EFFECTS 2016-2021

The purpose of this study was to determine the effect of profitability, funding, financing, institutional ownership, and operational variables on investment decisions. The population for this study was collected from 80 companies that were specifically selected according to certain criteria, to become 28 companies. The data used in this research is quantitative. Source of data in this research is secondary data. Data collection was done by writing method and data analysis was done by different linear test, F test and t test. (Y) can be explained by variations in profitability, funding, financing, institutional ownership, and operational flexibility, while the remaining 63.5% is explained by other factors not included in this study. The results of the study partially show that company ownership and performance have a positive and significant effect on investment decisions, profitability has no significant negative effect on investment decisions, and liquidity and liquidity have no significant effect on investment decisions. investment. The research findings also show that profitability, finance, institutional ownership, and performance influence investment decisions.

Keywords : Profitability, Liquidity, Solvency, Institutional Ownership, Activity, Investment Decision