

*Analysis the Determinants of Stock Price in Consumer Goods Sector  
Companies in Indonesia Stock Exchange*

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***Abstract***

*The purpose of this quantitative research is to understand whether profitability (ROE), leverage (DER), and inflation give significant impact to stock price of consumer goods companies listed at Indonesia Stock Exchange (IDX). This research will analyze 56 consumer goods companies listed at IDX for the period of 2017 to 2019. The sample used is purposive sampling method and obtained through samples on 32 consumer goods companies. The hypothesis and data analysis are using data panel regression analysis supported by E-Views 10 and Microsoft Excel 2013 with 95% level of confidence. The result of this research will prove that profitability (ROE) positively impacted to stock price, while leverage (DER) brings negative impact, and inflation has no impact to the price.*

***Keywords :*** *profitability, leverage, inflation, and stock price*

# **Analisis Determinan Harga Saham Perusahaan Sektor *Consumer Goods* di Bursa Efek Indonesia (BEI)**

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## **Abstrak**

Penelitian kuantitatif ini dilakukan untuk mengetahui apakah profitabilitas (ROE), *leverage* (DER) dan inflasi berpengaruh terhadap harga saham perusahaan *consumer goods* di BEI. Penelitian ini dilakukan terhadap 56 perusahaan *consumer goods* yang terdaftar di BEI periode 2017-2019. Sampel dilakukan dengan teknik *purposive sampling* dan didapatkan hasil sampel 32 perusahaan *consumer goods*. Pengujian hipotesis dan analisis data dilakukan menggunakan analisis regresi data panel dengan bantuan *E-Views 10* dan *Microsoft Excel 2013* dengan taraf signifikansi 5%. Hasil dari penelitian ini diperoleh bahwa profitabilitas (ROE) berpengaruh positif terhadap harga saham, *leverage* (DER) berpengaruh negatif terhadap harga saham, dan inflasi tidak berpengaruh terhadap harga saham.

**Kata kunci :** profitabilitas, *leverage*, inflasi, dan harga saham.