

***Internal Factor Analysis of Hotel, Restaurant, and Tourism
Company Stock Prices on the Indonesia Stock Exchange***

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Abstract

Quantitative research with the aim of knowing the effect of Leverage, Profitability, and Market Value on Stock Prices. Where the population used is hotel, restaurant, and tourism companies listed on the Indonesia Stock Exchange (IDX). Sample selection using non-probability sampling method with saturated samples, there are 41 hotel, restaurant, and tourism companies. Hypothesis testing using panel data regression analysis method with Eviews 11.0 program and a significance level of 5% (0.05). This study shows the results that Leverage measured by Debt to Equity (DER) has no effect on Stock Prices, Profitability is measured by Return on Equity (ROE) has a positive effect on Stock Prices, and Market Value is measured by Price Earnings Ratio (PER) has no effect on Prices. Share.

Keywords: leverage, profitability, market value, and stock price.

Analisis Faktor Internal Harga Saham Perusahaan Hotel, Restoran, dan Pariwisata Di Bursa Efek Indonesia

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Abstrak

Penelitian kuantitatif dengan tujuan untuk mengetahui pengaruh *Leverage*, Profitabilitas, dan Nilai Pasar terhadap Harga Saham. Dimana populasi yang digunakan adalah perusahaan hotel, restoran, dan pariwisata yang terdaftar di Bursa Efek Indonesia (BEI). Pemilihan sampel menggunakan metode *non-probability sampling* dengan sampel jenuh, terdapat 41 perusahaan hotel, restoran, dan pariwisata. Pengujian hipotesis menggunakan metode analisis regresi data panel dengan program *Eviews* 11.0 dan tingkat signifikansi 5% (0,05). Penelitian ini menunjukkan hasil bahwa *Leverage* diukur dengan *Debt to Equity* (DER) tidak berpengaruh terhadap Harga Saham, Profitabilitas diukur dengan *Return on Equity* (ROE) berpengaruh positif terhadap Harga Saham, dan Nilai Pasar diukur dengan *Price Earnings Ratio* (PER) tidak berpengaruh terhadap Harga Saham.

Kata kunci: *leverage*, profitabilitas, nilai pasar, dan harga saham.