

ABSTRAK

Dewi Apriani, NIM 7153210011, Pengaruh Pertumbuhan Penjualan, Likuiditas dan Profitabilitas terhadap Harga Saham Pada Perusahaan Subsektor Hotel, Restoran dan Pariwisata yang Terdaftar di Bursa Efek Indonesia Periode 2013-2018.

Perusahaan sektor hotel, restoran dan pariwisata yang telah terdaftar di Bursa Efek Indonesia atau telah menawarkan sahamnya ke public akan sangat memperhatikan harga saham dari perusahaan tersebut. Pertumbuhan suatu perusahaan dapat ditunjukkan melalui perkembangan saham dengan mengamati harga saham perusahaan yang bergerak di industri yang bersangkutan. Naik turunnya harga suatu saham banyak disebabkan oleh banyak faktor. Baik itu faktor internal, fundamental serta faktor eksternal.

Populasi dalam penelitian ini adalah perusahaan subsektor Hotel, Restoran dan Pariwisata yang terdaftar di Bursa Efek Indonesia periode 2013 – 2018 yang berjumlah sebanyak 25 perusahaan. Sedangkan teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* dengan syarat perusahaan-perusahaan pada subsektor Hotel, Restoran dan Pariwisata yang telah *listing* di Bursa Efek Indonesia (BEI) selama periode penelitian yaitu ditahun 2013 – 2018. Maka diperoleh sampel dalam penelitian ini sebanyak 20 perusahaan setelah dikurangi dengan beberapa perusahaan yang tidak memenuhi syarat atau kriteria dalam *purposive sampling*. Adapun periode penelitian adalah selama 6 tahun, maka diperoleh sebanyak 120 data amatan (20 x 6 tahun) pada penelitian ini.

Hasil penelitian menunjukkan bahwa pertumbuhan penjualan berpengaruh signifikan terhadap likuiditas, pertumbuhan penjualan berpengaruh negative dan tidak signifikan terhadap profitabilitas, likuiditas berpengaruh positif dan signifikan terhadap profitabilitas, pertumbuhan penjualan berpengaruh terhadap harga saham, likuiditas berpengaruh positif dan signifikan terhadap harga saham serta profitabilitas berpengaruh terhadap harga saham pada Perusahaan Subsektor Hotel, Restoran dan Pariwisata yang Terdaftar di Bursa Efek Indonesia periode 2013-2018.

Kata Kunci : Pertumbuhan Penjualan, Likuiditas, Profitabilitas, dan Harga Saham

ABSTRACT

Dewi Apriani, NIM 7153210011, *The Effect of Sales Growth, Liquidity and Profitability on Stock Prices in Hotel, Restaurant and Tourism Subsector Companies Listed on the Indonesia Stock Exchange for the 2013-2018 Period.*

Hotel, restaurant and tourism sector companies that have been listed on the Indonesia Stock Exchange or have offered their shares to the public will pay close attention to the share price of these companies. The growth of a company can be addressed through the development of shares by observing the share price of companies engaged in the industry concerned. The rise and fall of the price of a stock is caused by many factors. Whether it's internal, fundamental and external factors.

The population in this study were the hotels, restaurants and tourism sub-companies listed on the Indonesia Stock Exchange for the period 2013-2018, totaling 25 companies. While the sampling technique used in this study was purposive sampling with the requirements that companies in the Hotel, Restaurant and Tourism subsector were listed on the Indonesia Stock Exchange (IDX) during the study period, namely 2013 - 2018. So the samples in this study were as many as 20 companies after being reduced by several companies that do not meet the requirements or criteria in the purposive sampling. The research period was 6 years, then 120 observational data (20 x 6 years) were obtained in this study.

The results showed that sales growth had a significant effect on liquidity, sales growth had a negative and insignificant effect on profitability, liquidity had a positive and significant effect on profitability, sales growth had a significant effect on stock prices, liquidity had a positive and significant effect on stock prices and profitability had a positive and significant effect on stock prices. in the hotel, restaurant and tourism subsector companies listed on the Indonesia Stock Exchange for the period 2013-2018.

Keywords: *Sales Growth, Liquidity, Profitability, and Stock Prices*