

ABSTRACT

WARA SHAKILLA FITRIA / 2100861201006 / FACULTY OF MANAGEMENT ECONOMICS/FINANCIAL MANAGEMENT / ON THE EFFECT OF CURRENT RATIO, CASH TURNOVER RATIO, RETURN ON ASSET, AND NET PROFIT MARGIN ON STOCK PRICES IN SPECIAL RETAIL INDUSTRY SUB-SECTORS LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE PERIOD 2019-2023/ 1st SUPERVISOR R. ADISETIAWAN, SE, MM 2nd SUPERVISOR IRA FEBRIANTI, SE, M.S. Ak.

The purpose of this study is to determine and analyze the effect of Current Ratio, Cash Turnover Ratio, Return On Asset and Net Profit Margin on Stock Prices in the Special Retail Industry Sub-Sector listed on the Indonesia Stock Exchange for the 2019-2023 period.

The method used in this study is a quantitative method, samples were taken using the purposive sampling method from predetermined criteria of 7 companies out of 25 companies. The type of research used in this study is from secondary data from the Indonesia Stock Exchange, namely the Special Retail Industry Sub-Sector for the 2019-2023 Period. The analysis used is the classical assumption test (Normality Test, Multicollinearity Test, Heteroscedasticity Test and Autocorrelation Test). Hypothesis Test (F test, t test and coefficient of determination). All research data is processed using SPSS version 20.

The research discusses the influence of Current Ratio, Cash Turnover Ratio, Return on Asset and Net Profit Margin on Stock Prices in the Special Retail Industry Sub-Sector listed on the Indonesia Stock Exchange for the 2019-2023 period .

The results of the study indicate that Current Ratio, Cash Turnover Ratio, Return on Asset, Net Profit Margin simultaneously have a significant effect on Stock Prices. While partially Current Ratio, Cash Turnover Ratio, Return on Asset. Net Profit Margin has a positive and significant effect on Stock Prices. The results of the path analysis test show that Current Ratio, Cash Turnover Ratio, Return on Asset, Net Profit Margin through Stock Prices listed on the Indonesia Stock Exchange for the Period 2019-2023.

The conclusion based on the simultaneous F-Test, Current Ratio, Cash Turnover Ratio, Return On Asset and Net Profit Margin have a significant effect on Stock Prices in the Special Industry Sub-Sector listed on the Indonesia Stock Exchange for the 2019-2023 period . Based on the result of the t-test, it can be seen that partially the Current Ratio, Cash Turnover Ratio, Return On Asset and Net Profit Margin have a significant effect on Stock Prices in the Special Retail Industry Sub-Sector listed on the Indonesia Stock Exchange for the 2019-2023 period.