

**PENGARUH *CURRENT RATIO* (CR), *EARNING PER SHARE* (EPS) DAN
NET PROFIT MARGIN (NPM) TERHADAP HARGA SAHAM PADA
PERUSAHAAN *FOOD AND BEVERAGES* TAHUN 2021-2023**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh dari *Current Ratio* (CR), *Earning Per Share* (EPS), dan *Net Profit Margin* (NPM) terhadap harga saham pada perusahaan sub sector makanan dan minuman yang terdaftar di Bursa Efek Indonesia (BEI) periode 2021-2023. Penelitian dilakukan melalui pendekatan metode kuantitatif dengan analisis statistik deskriptif dan juga uji analisis regresi linier berganda dengan bantuan perangkat lunak SPSS versi 25. Sampel yang digunakan sebanyak 29 perusahaan yang dipilih dengan menggunakan model *purposive sampling*. Hasil penelitian mengindikasikan bahwa secara parsial *Current Ratio* (CR) berpengaruh positif secara signifikan terhadap Harga Saham, selanjutnya *Earning Per Share* (EPS) berpengaruh positif signifikan terhadap Harga Saham, dan *Net Profit Margin* (NPM) berpengaruh negatif signifikan terhadap Harga Saham.

Kata Kunci : CR, EPS, NPM, Harga Saham

THE INFLUENCE OF CURRENT RATIO (CR), EARNING PER SHARE (EPS), AND NET PROFIT MARGIN (NPM) ON STOCK PRICES OF FOOD AND BEVERAGES COMPANIES 2021-2023

ABSTRACT

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This research aims to determine the influence of Current Ratio (CR), Earning Per Share (EPS), and Net Profit Margin (NPM) on share prices in food and beverage sub-sector companies listed on the Indonesia Stock Exchange (BEI) for the 2021-2023 period. . The research was carried out using a quantitative method approach with descriptive statistical analysis and also multiple linear regression analysis tests with the help of SPSS version 25 software. The sample used was 29 companies selected using a purposive sampling model. The research results indicate that partially the Current Ratio (CR) has a significant positive effect on Stock Prices, then Earning Per Share (EPS) has a significant positive effect on Stock Prices, and Net Profit Margin (NPM) has a significant negative effect on Stock Prices.

Keyword : CR, EPS, NPM, Harga Saham