

ABSTRACT

Title : The Effect of Current Ratio, Return On Equity and Inventory Turnover Ratio to the Stock Price on subsector industry Food and Beverage listed in Indonesia Stock Exchange (IDX) period 2014-2017.

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The purpose of this research is to know : (1) the effect Current Ratio to stock price, (2) the effect Return on Equity to stock price, (3) the effect Inventory Turnover to stock price, either simultaneously or partially.

The research method used is the method of causality research. The sample of this study is the companies's financial statement of sub sector industry food and beverage period 2014 to 2017 using purposive sampling method. There are 14 companies that meet the criteria as research sample. The analytical method in this study is multiple linear regression analysis.

The results of this study: (1) Current Ratio, Return on Equity, and Inventory Turnover simultaneously have a significant effect to stock prices, (2) Current Ratio has a significant positive effect to stock prices, (3) Return on Equity has a significant positive effect to stock prices, (4) Inventory Turnover has not a significant effect to stock prices.

Key Words : Current Ratio, Return on Equity, Inventory Turnover, Stock Price.