

ABSTRACT

This research is motivated by the increasing number of companies on the Indonesian stock exchange that have poor financial performance. The pharmaceutical industry sub-sector is the worst sector compared to other sub-sectors in the consumer goods industry sector as indicated by declining stock prices and declining financial ratios over a 12-year period. This research method uses descriptive and verification analysis with the aim of knowing and analyzing the conditions of the Activity Ratio, Liquidity, Profitability, Solvency and Stock Price, as well as to find out and analyze how much influence the Activity Ratio, Liquidity, Profitability, and Solvency has on the Stock Price. The sample in this study were 7 companies in a 12 year period. The sampling technique used is purposive sampling, which is sampling based on certain criteria. The type of data used is secondary data obtained from annual reports taken from the official website of the Indonesia Stock Exchange (IDX). The data analysis method used is panel data regression analysis, multiple linear regression analysis, hypothesis testing and coefficient of determination analysis. The results showed that simultaneously the ratio of activity, liquidity, profitability, and solvency had a significant effect on stock prices. Partially, the activity ratio has a negative and significant effect on stock prices, profitability has a positive and significant effect on stock prices, and liquidity and solvency have no effect on stock prices.

Keywords: Activity Ratio, Liquidity, Profitability, Solvency and Stock Price