ABSTRAK

Nama : Indah Sari Yusmita
Program Studi : Manajemen

Judul : Pengaruh Keputusan Investasi, Profitabilitas dan Kebijakan Hutang terhadap Harga Saham pada Perusahaan *Start Up* yang terdaftar di Bursa Efek Indonesia periode 2019-2023

Penelitian ini untuk mengkaji pengaruh Keputusan Investasi (PER), Profitabilitas (ROE) dan Kebijakan Hutang (DER) tergadap Harga Saham pada perusahaan *start up* yang terdaftar di Bursa Efek Indonesia periode 2019-2023. Data penelitian dapat diakses di website resmi www.idx.co.id. Teknik penyusunan skripsi menggunakan *purposive sampling* sehingga sampel pada penelitian ini sebanyak 8 perusahaan dan memiliki 40 data observasi. Alat analisis data dalam penelitian ini mengunakan metode Regresi Data Panel dengan alat bantu aplikasi *Eviews* 12 dengan *Random Effect Model*. Hasil penelitian yang ditemukan bahwa Keputusan Investasi (PER) berpengaruh positif dan signifikan terhadap harga saham. Profitabilitas (ROE) berpengaruh positif dan signifikan terhadap harga saham. Kebijakan hutang (DER) berpengaruh negatif tapi tidak signifikan terhadap harga saham. Secara simultan Keputusan Investasi (PER), Profitabilitas (ROE) dan Kebijakan Hutang (DER) berpengaruh positif dan signifikan tehadap harga saham.

Kata Kunci : Harga saham, keputusan investasi, profitabilitas, kebijakan hutang

ABSTRACT

Name *:Indah Sari Yusmita*
Study Program *:Management*
Title *: The Influence of Investment Decisions, Profitability and Debt Policy on Stock Prices in Start Up Companies Listed on the Indonesia Stock Exchange for the 2019-2023 Period.*

This research examines the effect of Investment Decisions (PER), Profitability (ROE) and Debt Policy (DER) on Stock Prices in start-up companies listed on the Indonesia Stock Exchange for the 2019-2023 period. Research data can be accessed on the official website www.idx.co.id. The thesis preparation technique uses purposive sampling so that the sample in this study is 8 companies and has 40 observation data. The data analysis tool in this study uses the Panel Data Regression method with the Eviews 12 application tool with the Random Effect Model. The results of the study found that Investment Decisions (PER) have a positive and significant effect on stock prices. Profitability (ROE) has a positive and significant effect on stock prices. Debt policy (DER) has a negative but not significant effect on stock prices. Simultaneously, Investment Decision (PER), Profitability (ROE) and Debt Policy (DER) have a positive and significant effect on stock prices.

Keywords: Stock prices, investment decisions, profitability, debt policy