

**PENGARUH PERTUMBUHAN PENJUALAN, PROFITABILITAS DAN
SUSTAINABILITY REPORT TERHADAP HARGA SAHAM**

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ABSTRAK

Harga saham merupakan cerminan dari kinerja perusahaan yang dijadikan tolak ukur untuk pengambilan keputusan investasi. Banyak faktor yang dapat mempengaruhi naik turunnya harga suatu saham perusahaan. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh pertumbuhan penjualan, profitabilitas dan *sustainability report* terhadap harga saham perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI). Metode penelitian ini menggunakan pendekatan kuantitatif. Penelitian ini menggunakan data sekunder berupa jurnal-jurnal ilmiah, data *historical* harga saham, laporan tahunan dan *sustainability report*. Populasi pada penelitian ini yaitu perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia selama tahun 2017 sampai tahun 2019. Sampel penelitian ini sebanyak 12 perusahaan yang diperoleh melalui teknik *purposive sampling*. Metode pengumpulan data menggunakan metode dokumentasi berdasarkan data sekunder. Teknik analisis data menggunakan teknik analisis linier berganda dengan aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa pertumbuhan penjualan dan *sustainability report* tidak berpengaruh terhadap harga saham, sedangkan profitabilitas berpengaruh terhadap harga saham.

Kata-kata kunci: Harga saham, pertumbuhan penjualan, profitabilitas, *sustainability report*

THE EFFECT OF SALES GROWTH, PROFITABILITY AND SUSTAINABILITY REPORT ON STOCK PRICES

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ABSTRACT

Stock prices were a reflection of the company's performance which was used as a benchmark for making investment decisions. Many factors can affect the decline in the price of a company. This study aims to determine and analyze the effect of sales growth, profitability and sustainability report to stock price of manufacturing companies listed on the Indonesia Stock Exchange (IDX). This study method uses a quantitative approach. This study uses secondary data in the form of scientific journals, historical stock prices, annual reports and sustainability reports. The populations in this study were manufacturing companies listed on the Indonesia Stock Exchange during 2017 to 2019. The samples of this study was 12 companies which were obtained through purposive sampling technique. Data collection method in this study uses documentation method based on secondary data. Data analysis techniques uses multiple linear analysis techniques with SPSS application. The results of this study indicate that the sales growth and sustainability reports have no significant effect on stock prices, while profitability has a significant positive effect on stock prices

Keywords: stock prices; sales growth; profitability; sustainability report