

ABSTRACT

The stock price index is an indicator or forecast of stock price movements. Indices are one way for investors to invest in the capital market, especially stocks. Factors that affect stock prices include profitability, leverage, sales growth, inflation and exchange rates.

This study aims to determine the effect of profitability, leverage, sales growth, inflation and exchange rates on stock prices in food and beverage sub-sector manufacturing companies for the period 2017 – 2020. The data used in this study are sourced from financial statements.

The population in this study is the food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange (IDX). The sample selection technique used was purposive sampling and obtained 22 companies with a research period between 2017 - 2020. The data analysis method used in this study was panel data regression analysis using Eviews version 12.0 software.

The results of this study indicate that simultaneously profitability, leverage, sales growth, inflation and exchange rates have a significant effect on stock prices. If partially, the profitability variable has a significant influence on stock prices in food and beverage sub-sector companies in 2017 – 2020, while other independent variables, namely leverage, sales growth, inflation and exchange rates have no effect on stock prices in food sub-sector companies. and beverages in 2017 – 2020.

The conclusion is that when viewed partially, only the profitability variable has an effect on stock prices and other variables do not affect stock prices. Based on the results of the study, for the next researcher to add other variables, replace the object of research and increase the research period. As for the company, it is recommended to increase the company's income so that it will affect the stock price and attract investors to invest.

Keywords: *profitability, leverage, sales growth, inflation, exchange rate, stock price*