

**PENGARUH LIKUIDITAS, PROFITABILITAS, KESEMPATAN
INVESTASI, DAN *LEVERAGE* TERHADAP *PRICE EARNING RATIO*
PADA PERUSAHAAN SEKTOR INDUSTRI BARANG KONSUMSI YANG
TERDAFTAR DI BURSA EFEK INDONESIA**

ABSTRAK

Oleh :

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Penelitian ini bertujuan untuk mengetahui apakah ada Pengaruh Likuiditas, Profitabilitas, Kesempatan Investasi, dan *Leverage* Pada Perusahaan Sektor Industri Barang Konsumsi yang terdaftar di Bursa Efek Indonesia periode 2013-2017. Populasi dalam penelitian ini sebanyak 48 Perusahaan Sektor Industri Barang Konsumsi yang terdaftar di Bursa Efek Indonesia. Metode ini dilakukan dengan menggunakan *purposive sampling*, yang sampelnya semua Perusahaan Sektor Industri Barang Konsumsi dijadikan sampel dalam penelitian ini. Pengujian hipotesis dalam penelitian ini menggunakan regresi linear berganda (*Multiple Linear Regression*). Hasil analisis data atau hasil regresi menunjukkan bahwa secara parsial variabel Likuiditas tidak berpengaruh terhadap *Price Earning Ratio*, Profitabilitas berpengaruh positif signifikan terhadap *Price Earning Ratio*, Kesempatan Investasi berpengaruh positif signifikan dan *Leverage* tidak berpengaruh terhadap *Price Earning Ratio*. Sedangkan secara simultan variabel Likuiditas, Profitabilitas, Kesempatan Investasi, dan *Leverage* secara bersama-sama berpengaruh terhadap *Price Earning Ratio*.

Kata kunci: Likuiditas, Profitabilitas, Kesempatan Investasi, *Leverage*, dan *Price Earning Ratio*.

**EFFECT OF LIQUIDITY, PROFITABILITY, INVESTMENT
OPPORTUNITY, AND LEVERAGE ON PRICE EARNINGS RATIOS IN
CONSUMER GOODS INDUSTRY SECTOR COMPANIES IN THE
INDONESIA STOCK EXCHANGE FOR THE PERIOD 2013-2017**

ABSTRACT

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This study aims to determine whether there is an influence of Liquidity, Profitability, Investment Opportunities, and Leverage on Consumer Goods Industry Sector Companies Listed on The Indonesia Stock Exchange for The Period 2013-2017. The population in this study were 48 companies in The consumer goods industry sector listed on the Indonesia stock exchange. This method is done using purposive sampling, The sampling of all companies in the consumer goods industry sector is sampled in this study using multiple linier regression. The results of data analysis or regression results indicate that partially Liquidity variables do not effect the Price Earnings Ratios, Profitability has a significant positive effect on Price Earnings Ratios, Investment Opportunity has a significant positive effect on Price Earnings Ratios and Leverage does not effect Price Earnings Ratios. While simultaneously variable Liquidity, Profitability, Investment Opportunity, and Leverage effect the Price Earnings Ratios.

Keyword: *Liquidity, Profitability, Investment Opportunity, Leverage, and Price Earnings Ratios.*