Judul : Pengaruh Laba, Total Arus Kas, Dan Nilai Perusahaan Pada Harga

Saham Terhadap Perusahaan Manufaktur Sub Sektor *Food and*

Beverages Di Bursa Efek Indonesia

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ABSTRAK

Perusahaan didirikan dengan tujuan untuk memakmurkan pemilik atau pemegang saham. Harga saham sangat memengaruhi posisi suatu perusahaan, hal ini menjadikan kewaspadaan investor dalam berinvestasi. Untuk mencapai tujuan tersebut, pemegang saham menyerahkan kendali perusahaan kepada manajemen untuk pengolahan dan peningkatkan harga saham. Penelitian ini penting karena Sub Sektor *Food and Beverages* di Indonesia merupakan sektor vital yang dapat memberikan wawasan berharga tentang dinamika harga saham dipasar modal.

Metode penelitian yang digunakan yaitu metode penelitian kuantitatif dengan data sekunder. Penelitian ini dilakukan pada perusahaan Manufaktur Sub Sektor *Food and beverages* Di Bursa Efek Indonesia periode 2020-2023. Teknik pengambilan sampel yang digunakan adalah metode *purposive sampling* dan data yang valid adalah 33 perusahaan, sehingga memperoleh 132 pengamatan. Teknik pengolahan data menggunakan analisis regresi linear berganda yang dibantu oleh program SPSS 25.

Berdasarkan hasil penelitian, diketahui bahwa secara parsial laba berpengaruh positif dan signifikan terhadap harga saham, total arus kas berpengaruh positif dan signifiakan terhadap harga saham, dan nilai perusahaan berpengaruh positif dan signifikan terhadap harga saham perusahaan manufaktur sub sektor *Food and Beverages* di Bursa Efek Indonesia tahun 2020-2023.

Kata kunci *: Laba, Total Arus Kas, Nilai Perusahaan dan harga saham*

Title : *The Effect Of Earnings, Total Cash Flow, And Firm Value On Stock Prices Of Food And Beverages Sub - Sector Manufacturing Companies On The Indonesia Stock Exchange*

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ABSTRAC

Companies are established with the aim of prospering their owners or shareholders. The share price has a significant impact on a company's position; as a result, investors are vigilant when investing. To achieve this goal, shareholders hand over control of the company to management for processing and increasing the share price. This research is important because the Food and Beverages Sub-Sector in Indonesia is a vital sector that can provide valuable insight into the dynamics of stock prices in the capital market.

The research method used is quantitative, with secondary data. This research was conducted at the Indonesia Stock Exchange's food and beverage sub-sector manufacturing companies for the period 2020-2023. It used the purposive sampling technique and obtained valid data from 33 companies, resulting in 132 observations. The SPSS 25 program assisted in the data processing techniques, which involved the use of multiple linear regression analysis.

Based on the research results, it knows that partial earnings have a positive and significant effect on stock prices, total cash flow has a positive and significant effect on stock prices, and firm value has a positive and significant effect on the stock prices of manufacturing companies in the Food and Beverages sub-sector on the Indonesia Stock Exchange in 2020-2023.

Keywords: profit, total cash flow, company value, and stock price