ABSTRAK

Siti Rustika Kalla, 2024. Pengaruh Kinerja Keuangan Terhadap Harga Saham Di Masa Pandemi *Covid-19* Yang Terdaftar Di Bursa Efek Indonesia Periode 2019-2021. Ketua Komisi : Suwito. Anggota Komisi : Asrudin Hormati

Penelitian ini bertujuan untuk melihat pengaruh kinerja keuangan terhadap harga saham dimasa pandemi *covid-19* yang terdaftar di bursa efek indonesia. Populasi dalam penelitian ini adalah perusahan Manufaktur, yang terdaftar di bursa efek Indonesia pada tahun 2019-2021. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif dan metode analisis data yang digunakan yaitu analisis statistik deskriptif. kemudian dengan uji asumsi klasik yaitu uji normalitas, uji autokorelasi, uji multikolineritas, dan uji heteroskedastisitas. Uji hipotesis menggunakan uji data panel.

Hasil pengujian hipotesis menunjukkan bahwa *Return on assets* (ROA) berpengaruh terhadap harga saham selama pandemic covid berlangsung Hasil analsisis regresi menyatakan bahwa ROE tidak berpengaruh terhadap harga saham. Hasil analisis variabel *Return on sales* (ROS) menyatakan bahwa ROS tidak berpengaruh terhadap harga saham. Selama masa pandemi *Covid-19.* Hasil analisis dari variabel EPS mendapatkan bahwa *earning per share* tidak berpengaruh terhadap harga saham.

Kata Kunci: Kinerja Keuangan, Harga Saham, Covid-19.

ABSTRACT

Rustika Kalla, 2024. *The Effect of Financial Performance on Stock Prices During the Covid-19 Pandemic Listed on the Indonesia Stock Exchange for the 2019-2021 Period. Chairman of the Commission: Suwito. Member of the Commission: Asrudin Hormati*

This study aims to look at the effect of financial performance on stock prices during the covid-19 pandemic listed on the Indonesian stock exchange. The population in this study are manufacturing companies, which are listed on the Indonesia stock exchange in 2019-2021. The type of data used in this study is quantitative data and the data analysis method used is descriptive statistical analysis. then with the classical assumption test, namely normality test, autocorrelation test, multicolinerity test, and heteroscedasticity test. Hypothesis testing using panel data test.

The results of hypothesis testing show that Return on assets (ROA) has an effect on stock prices during the covid pandemic. The results of regression analysis state that ROE has no effect on stock prices. The results of the analysis of the Return on sales (ROS) variable state that ROS has no effect on stock prices. During the Covid-19 pandemic. The results of the analysis of the EPS variable found that earning per share had no effect on stock prices.

Keywords: Financial Performance, Share Prices, Covid-19.