

ABSTRACT

“THE EFFECT OF LIQUIDITY, PROFITABILITY AND LEVERAGE ON STOCK PRICES IN TECHNOLOGY SECTOR COMPANIES IN THE UNITED STATES”

The purposes of this study is to test and analyze the influence of liquidity (Current Ratio), leverage (Quick Ratio, Debt to Equity ratio), profitability (Return on Asset, Return on Equity) and stock prices in technology sector companies in the United States for the 2018-2020 period. The dependent variables in this study are stock prices, liquidity (Current Ratio), leverage (Debt to Equity Ratio), profitability (Return on Assets, Return on Equity). The population includes 35 companies and 17 research sample companies according to the specified criteria and during the 2018-2020 period, so a total of 30 observation data fits the criteria. The sampling technique used purposive sampling. methods of data analysis using panel data regression, F test shows that the test results of the partial test (t test) showed variable profitability (Return on Assets and Return on Equity) effect on the stock price, the variable liquidity (Current Ratio), leverage (Quick ratio, and Debt to Equity Ratio) no significant effect on the price on stock.

Keywords: Liquidity, Profitability, Leverage, Stock Price