ABSTRACT

Stock investment requires good observation so that the investment reaches the maximum profit point. The large number of determinants of stock prices makes it difficult for potential investors to identify which stocks are chosen for investment. So we need a variable reduction in order to form a main component without eliminating information that previously existed.

The purpose of this study is to find out what variables form the main factors in determining stock prices in companies code of HMSP, UNVR, KLBF, and MLBI by using Current Ratio, Quick Ratio, Debt to Equity Ratio, Debt to Asset Ratio , Total Asset Turnover, Inventory Turnover, Account Recoverables Turnover, Return on Assets, Net Profit Margin, Return on Equity, Operating Profit Margin, Earning Per Share, Book Value per Share, Net Income Growth Rate, Revenue Growth Rate, Earning per Share Growth Rate, Capital Market, Volume, Price, Price/Sales, Price/Book, and Price to Earning Ratio as independent variables and stock prices as dependent variables.

This study used the Principal Component Analysis method to form new components for determining stock prices called principal component. The data used in this study are quarterly financial performance data of each companies for the 2014-2018 period in the Consumer Goods Industry Sector, which are registered in the Indonesia Stock Exchange.

Based on the results obtained from this study, the main factors determining the company's stock price code of HMSP are Price/Book, QR, and Price, the main factors determining the company's stock price code of UNVR are NPM, OPM, and ROA, the main factors determining the company's stock price code of MLBI are EPS, ROA, and Capital Market, the main factors determining the company's stock price code of KLBF are TATO, ROE, and ROA.

Keywords: Investment, Stock Price, Principal Component Analysis, Consumer Goods Industry Sector