



**EFFECT OF CURRENT RATIO, LEVERAGE RATIO, INFLATION AND CURRENCY SHARE CLOSING PRICE OF CONSUMER GOODS INDUSTRY IN INDONESIA STOCK EXCHANGE**

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**Abstract**

*This study aimed to determine the effect of the current ratio, the level of inflation, and exchange rates on stock prices simultaneously and partially. The study was conducted in the consumer goods industry shares many as three companies listed on the Indonesia Stock Exchange. The use of purposive sampling method. Based on the results showed that the variables of organizational commitment, motivation and employee satisfaction influence employee performance simultaneously and partially. current ratio, inflation, and exchange rates on stock prices simultaneously and partially.*

**Keywords:** *current ratio, leverage inflation, ratio, exchange rates, stock prices*

**Introduction**

One of the investments in the capital market that many investors do is invest in stocks at a certain price. Each share issued by the company at a price. The nominal price of shares is the listed price on the shares issued. This price will be used for the purpose of accounting is to record the full paid-up capital. At the time of the stock transaction, will never be separated from the price

component. Rise and fall of the price are what will be expected to benefit.

Valuation models for the sake of security analysts, broadly grouped into two categories, namely the analysis of technical analysis and fundamental analysis. Husnan(2001) explains that technical analysis is an attempt to predict the observed changes in the factor analysis in the past. Technical analysis does not pay attention to fundamental factors (such as sales, sales growth, cost, and dividend policy), which is estimated to affect stock prices.



Technical analysis assumes that stock prices reflect information addressed by changes in prices in the past so that the stock price changes have a particular pattern and that pattern will occur repeatedly, thus the main analysis of tangible graph or chart.

Fundamental analysis has the assumption that each investor is rational, therefore, fundamental analysis to try to study the relationship between the stock prices with the condition of the company. This is because of the value of the shares representing the value of the company, not only the intrinsic value of the time but also the expectations of the company's ability to increase shareholder wealth.

Basically, factors affecting the stock price are easily recognizable. The problem that arises is how to implement these factors into an assessment system that can be used to select which stocks should be included in the portfolio. For this purpose the need for the valuation model. Pricing is an important step, as well as an assessment of the stock price shortly influenced by many psychological factors of the seller or the buyer. Stock assessment consists of several models and techniques can be used by analysts. The valuation model is a mechanism for changing a series of economic variables or variable firm predicted or observed the basis of the estimated share price (Husnan,2001).

Some of the factors that affect stock prices are the current ratio, leverage ratio, inflation, and exchange rates. In this case, the first three factors derived from internal sources and the latter two coming from external factors. Based on these conditions, researchers interested in conducting research with the title of the influence of the current ratio, leverage ratio, inflation rates and currency exchange rate on the closing share price of consumer goods industry.

## Literature Review

### *Current Ratio*

One of the financial ratios used to measure the level of liquidity of the company is the ratio Current ratio. The liquidity level indicates the company's ability to meet the obligations or loans that short-term duration. The short-term here using less than 1 year.

The current ratio is obtained by dividing the current assets by current liabilities. Current assets are assets whose use is less than one such as cash, accounts receivable, equipment, and load in pay upfront and so on.

Understanding the use of less than a year is that assets such as accounts receivable billing period less than

one year. Receivables are the charges derived from credit sales companies. The bill weekly and the longest duration of less than one month. Supplies are said to be in current assets due to the use of current assets such as printer ink and paper or other office stationery no more than a few days.

Current liabilities are obligations arising from purchases on credit. The repayment obligation is also less than one that can be incorporated into current liabilities. Current liabilities may arise from purchases on credit, deal with bills and debt from banks which have duration of less than one year.

Current Ratio, the ratio to measure a company's ability to pay short-term financial liabilities by using current assets.  $\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Debt}} \times 100\%$

For investors (external), either an individual or an entity, determine the level of liquidity prospective investee companies is important to decide whether to invest there or not (they expect smooth dividend payments.)

For the Management of Companies (internal), determine the ability to pay themselves is also very important to determine the strategy to be applied business (they want a plan that is not only good but also realistic).

There is no exact figure for this one. Highly dependent on interest. Generally, the ideal current ratio at least according to banks and financial institutions commonly provide credit facility is in the range of 2:00 to 3:00 (=200 to 300%). The minimum acceptable ratio is in the range between 1 and 1.5 (=100 to 150%.) For enterprise management, the ideal is not ideal liquidity ratios depending on the target that they alone know best. If the target is only 0.60 (for the previous year only 0:40 for example) means that the goal is reached.

Which certainly do not think the more liquid the company is getting good? For quite possibly the high liquidity precisely reflects poor cash management (the company only find safe while letting the good business opportunities slip away).

Each company must have the assets for operating activities, financing, or investment. Without assets, a company cannot perform these activities. Basically, asset or asset is often referred to as the entire property owned by a particular company, and the wealth that will be used by the company to conduct its business operations. Asset or assets is closely related to liability (debt) and equity, as well as an element of balance, as well as get it inseparable.



Assets are all property owned by a company, what is meant by this is the wealth of resources that can be objects or controlled rights and previously acquired by the company through transactions or events/activities of the past. To be acknowledged such as assets, property or resources should be measured using the currency unit, could rupiah, dollars, or other currencies depending on the situations and conditions that accompany.

Basically, the assets can be classified into two main parts: current assets and non-current assets, Before going further we talk about Current Assets and Non-Current Assets would be helpful to check out meaning assets, Assets are resources controlled by the company as a result of past events and from which future economic benefits expected to be obtained by the company.

Current assets are cash and other assets or resources that are expected to be realized into cash or sold or consumed during the normal business cycle company or within one year, whichever is longer.

Current assets are assets that most Likud, the fastest means to convert/converted into cash or cash and liquid assets in this cycle/rotation and a relatively short useful life, which is one year. These assets do not mean only useful in a single year, but because the very quick turnaround before the assets are easy to run out and will be replaced by other assets, and so on until the end of the year there should be a closed book.

### **Leverage Ratio**

The ratio of debt to measure the ability of the company meets all the long-term financial obligations. The ratio of debt to gauge how big the company is financed by the creditors as compared to its assets

The leverage ratio  $\text{Ratio} = \frac{\text{Total Debt}}{\text{assets}} \times 100\%$

Note: The higher the percentage value Solvency Ratio is getting worse and ability to pay long-term liabilities, the maximum value is 200%

### **Debt**

Debt is an instrument which is quite important for a company, especially to meet the needs of business operations or for capital investment. Because so important that almost all companies have debts.

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Debt is part of the effect; Law No.8 1995 Chapter 1 Article 1 Section 5 about Capital Markets, Securities is a security, which can be either a letter of acknowledgment of debt, commercial paper, stocks, bonds, proof of the debt, units of collective investment contract, futures contracts on securities, or any derivative of the effect. Further, the loans are all financial obligations to other parties who have not been fulfilled, and the debt is a source of funds or Capital Company from creditors.

In the study of accounting theory, debt is defined as an economic sacrifice the future conducted by the company in the form of delivery of assets, services, as a result of past transactions or events. Economic sacrifice means submission (to be released) by the company in the form of assets or services (services can mean orders have not been met but have received payment). While the definition of past transactions is transactions conducted by the company, causing their debt, for example, lending to banks or other parties, received orders to advance, and so forth.

Short-term debt is the company's financial obligations for which payment will be made in the short term (one year from the date of the balance sheet) using current assets owned by the company. Medium-term debt is debt that has a period of generally more than one year and less than ten years. Then what is meant by long-term debt is a form of agreement between the borrowers to the creditor, the creditor is willing to give a specific loan amount and the borrower is willing to pay a periodic basis which includes interest and principal, long-term debt has a term of more than 10 years. Until now there is still a kind of debt classification different, some say that the debt is divided into two (short and long-term), but others say that the debt is divided into three (short, medium, and long-term). This difference is not a big problem, just understand them and know just all kinds of debts above.

### **Inflation**

In simple terms defined inflation as rising prices in general and continuously. The price increase of one or two items alone cannot be called inflation unless the increase was widespread (or result in higher prices) on other goods. The opposite of inflation is called deflation.

Indicators are often used to measure the rate of inflation is the Consumer Price Index (CPI). CPI changes over time show the price movement of a package of goods and services consumed by society. Since July 2008, a package of goods and services in the CPI basket has been



done on the basis of Cost of Living Survey (SBH) 2007 conducted by the Central Statistics Agency (BPS). Then the bureau would monitor the development of prices of goods and services on a monthly basis in several cities, in traditional and modern markets to some types of goods/services in each city.

Other inflation indicators based on international best practice, among others:

**Wholesale Price Index (WPI).** The wholesale price of a commodity is the price of transactions that occurred between the seller/trader with the first major buyers/traders next big in large amounts in the first on a commodities market.

**Gross Domestic Product Deflator (GDP)** describes the measurement of the final goods price level (final goods) and services produced in an economy (the country). GDP deflator is generated by dividing the GDP at nominal prices to GDP at constant prices.

Inflation, as measured by the CPI in Indonesia, are grouped into 7 groups of expenditure (based on the Classification of individual consumption by purpose - COICOP), that is :

1. Group Foodstuffs
2. Group of Food, Beverages, and Tobacco
3. group Housing
4. Clothing group
5. Health group
6. Group Education and Sports
7. Transport and Communications group.

Besides grouping based on the COICOP, BPS is now also published inflation by other groupings called disaggregation of inflation. Inflation disaggregation is done to generate an inflation indicator illustrates the influence of fundamental factors.

*In Indonesia, the CPI inflation grouped into:*

Core inflation, ie inflation components that tend to settle or persistent (persistent component) in the movement of inflation and are influenced by fundamental factors, such as:

1. Interaction demand-supply.
2. The external environment: the exchange rate, international commodity prices, inflation in trading partner.
3. Inflation expectations of traders and consumers.

A factor causing demand-pull inflation occurs is high demand for goods and services relative to its availability. In the macroeconomic context, this condition

is illustrated by real output exceeds potential output or total demand (aggregate demand) is greater than the capacity of the economy. Meanwhile, the factor of inflation expectations is influenced by the behavior of people and economic players using the inflation rate expectations in the decision of economic activities. The inflation expectations are more likely to be adaptive or forward-looking. This is reflected in the behavior of price formation at the level of producers and traders, especially on the eve of the religious holidays (Eid, Christmas and New Year) and the national minimum wage (UMR). Despite the availability of goods, in general, is estimated to suffice to support the increase in demand, but the price of goods and services at times of religious festivals to rise higher than the supply-demand conditions. Similarly, when deciding on the minimum wage, traders also increased the price of goods despite the wage increase is not very significant in driving the increase in demand.

### **Foreign Exchange**

Foreign currency or Forex is the foreign currency or another payment instrument that is used to conduct or finance the international financial and economic transactions have a record on the official rate of the Central Bank.

Hard Currency is the currency that is often used as a means of payment and arithmetic unity in international economic and financial transactions as well as having a relatively stable value and sometimes experienced appreciation.

Soft Currency a weak currency is rarely used as a means of payment and unity arithmetic because the values are relatively unstable and often depreciate.

Due to the increasing downward pressure and to secure dwindling foreign reserves, government intervention to delete the range.

The movement of the exchange rate fluctuated quite high. Fluctuations are not only influenced by economic fundamentals, but also by non-economic factors.

The exchange rate is the number of units of currency to be delivered to one unit of foreign currency. If the exchange rate of one US dollar to buy is IDR. 10.000,- then it should be left as much money as IDR. 10.000,- to get an American dollar.

The fixed exchange rate is the rate set by the government. The exchange rate will apply to all types of transactions involving two or more different currencies. If this rate goes up or down the government should attempt





to recover at a predefined rate. If the market which resulted in excess supply rate drops to or lower than the price of a fixed exchange rate, the government purchased foreign currency. With this purchase will reduce supply, causing prices to return to a fixed exchange rate.

Namely, a free exchange rate system foreign exchange system that moves up or down in accordance with the market mechanism without government interference. Free exchange rate system superiority

- a. The government does not need to provide reserves for control of the market.
- b. There is no black market as happens in a fixed exchange rate system
- c. No currency exchange rates prevailing balance
- d. Maintaining the balance of payments
- e. Guarantee greater monetary autonomy. Determining the level of inflation depending on the trading partner countries
- f. Isolating the economy from external shocks
- g. Promoting economic stability

The exchange rate is determined by the mechanism of demand and supply, but the government can influence the exchange rate through market intervention if the currency rises or falls beyond the specified limits. For example, specified upper and lower limits one percent, if the exchange rate rose over one percent of which is determined, then the government will sell foreign exchange reserves.

**Methodology**

**Research Design**

This study uses an explanatory analysis approach. This means that each of the variables presented in the hypothesis will be observed by testing the causal relationship of independent variables on the dependent variable.

**Object of Research**

The study was conducted in shares of PT. Unilever Indonesia.

**The Data Used**

In this study, using financial data derived from the balance sheet, income statement and statement of changes in capital. Data taken during the 10 periods are subject to the availability of data on the company.

**Results and Discussion**

**1. Variable Analysis Current Ratio**

The current ratio is the ratio of current assets to current liabilities. Current assets are assets whose use is less than one year and the current liability is a debt repayment period of less than one year. Examples of current assets are cash and merchandise inventory while examples of current liabilities are bank loans that are less than one year and payable as a result of the purchase of merchandise on credit.

Current ratio development of the consumer goods industry group of companies can be seen in the following table.

**Table 1. Development of current ratio**

Year	Current Ratio
2007	1.11
2008	1
2009	1.04
2010	0.85
2011	0.68
2012	0.67
2013	0.7

Source: ICMD years 2014-2009

Based on the above table it can be seen that the current ratio of PT. Unilever Tbk varies between 0.68 to 1.11 from 2007 to 2013.

**2. The Development of Leverage Ratio**

The leverage ratio is obtained from the ratio between assets and debts of the company. The good leverage ratio is below 0.5. The development of the leverage ratio PT. Unilever Tbk can be seen in the following table.



**Table 2. Development of leverage PT. Unilever Tbk**

Year	Leverage Ratio
2007	0.49
2008	0.52
2009	0.5
2010	0.53
2011	0.65
2012	0.67
2013	0.68

Based on the above table it is known that the leverage ratio in 2007 was 0.49 and in 2013 rose womanly 0.68.

**3. Development of Inflation**

Inflation is rising prices of goods in general and continuously calculated as a certain period. Inflation in Indonesia from 2007 to 2013 can be seen in the following table.

**Table 3. Inflation in Indonesia**

Year	Inflation
2007	.0659
2008	.1106
2009	.0278
2010	.0696
2011	.0379
2012	0.043
2013	.0757

Source: BPS

Based on the above table it is known that inflation in 2007 was 0.0659 and in 2013. During that period, the biggest inflation there in 2008 is 11.06%. In 2009, inflation fell to

2.78% and in 2010 increased to 6.96%. Inflation developments in graphical form can be seen in the following figure.

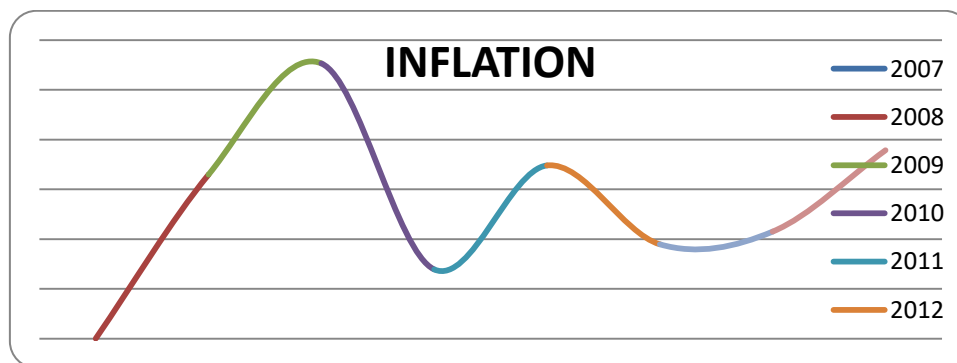


Figure 1. Inflation in Indonesia in 2007 until 2013.

**4. Development of Currency Exchange Dollar**

The development of the currency exchange rate of the dollar against the rupiah can be seen in the following table. Dataset from 2007 until 2013.



**Table 4. Development of the currency exchange rate of the dollar against the rupiah**

Year	Exchange Rate
2007	8186.44
2008	7515.37
2009	8388.71
2010	9094.5
2011	9154.74
2012	9973.2
2013	10749.32

Source: BPS

Based on these data can be explained that in 2007 the value of the dollar against the rupiah exchange rate of Rp 8186.44 and in 2013 rose to USD 10.749. In the form of graphs that can be described as follows.

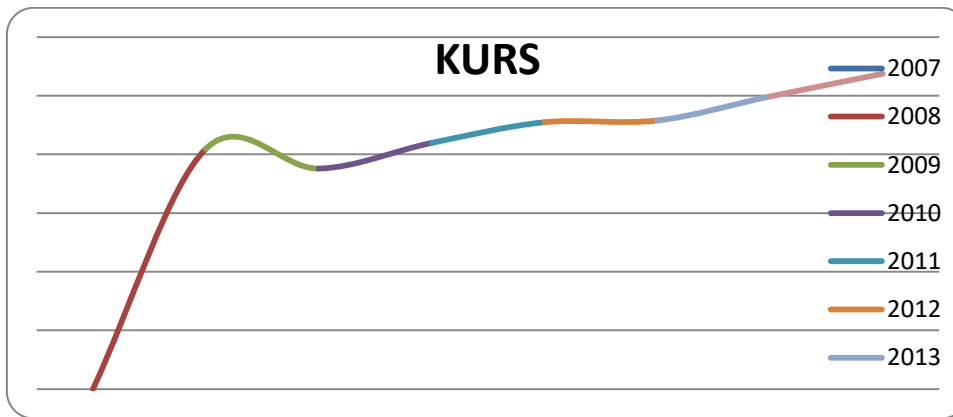


Figure 2. Development of the dollar against the rupiah exchange rate

**5. Share Price Development**

PT Unilever Tbk, share price development.

Stock price developments can be seen in the following table. The price shown is the closing price of the shares.



Figure 3. Development of share price.

In 2007 the price of shares. Unilever is IDR 6,750 and in 2013 amounted to IDR 26,000.

**Hypothesis Testing**

**1. Effect of the current ratio, leverage ratio, inflation and currency exchange rate on stock prices**

Linear analysis model can be based on calculations using SPSS program as follows.



**Table 5. Results of the analysis of the first equation**

		Coefficients <sup>a</sup>				
Model		Coefficients Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	-29,373.124	10327.674		-2.844	,012
	CURRENT	989.983	365.414	,587	2.709	,015
	LEVERAGE	40448.913	7145.680	1,213	5.661	,000
	INFLATION	6990.782	35190.290	,025	,199	,845
	EXCHANGE	2,250	,912	,314	2,467	,025

a. Dependent Variable: PRICE

Based on the tables above, the simultaneous structural equations can be described as follows

$$Y = -29373,124X_1 + 989,983X_2 + 40.448,913X_3 + 6.990,782X_4 + 0,250X_4$$

in this case

Y = the stock price

X1 = current ratio

X2 = leverage ratio

X3 = Inflation

X4 = Currency Rate

F count can be obtained from the following table

**Table 6. Calculate the F value equations simultaneously**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	866,502,759.767	4	216,625,689.942	13.555	,000b
	Residual	255,704,881.185	16	15,981,555.074		
	Total	1,122,207,640.952	20			

a. Dependent Variable: PRICE

b. Predictors: (Constant), EXCHANGE, LEVERAGE, INFLATION, CURRENT

Based on the above table it is known that the calculated F value of 13.555 and significance of 0.00. This value is less than 0.05. This means that the variable current ratio, leverage ratio, inflation and exchange rates affect stock

prices simultaneously. The magnitude of the effect of the independent variable on the dependent variable can be seen from the following values of r squared.

**Table 7. Values r squared regression model first**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,879a	,772	,715	3997.69372	,781

a. Predictors: (Constant), EXCHANGE, LEVERAGE, INFLATION, CURRENT

b. Dependent Variable: PRICE

On mutually in the above table, it is known that the value of r squared of 77.2% meaning that the variable current ratio, leverage ratio, inflation and the exchange rate effect on stock prices by 77.2% while the rest influenced by

other variables that are not incorporated into the model equations.

**2. Analysis of the effect of the partial current ratio**

The analysis results of the current ratio on stock prices can be partially seen in the following table.

**Table 8. Results of the analysis of the second regression equation**

		Coefficients <sup>a</sup>				
Model		Coefficients Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	12740.349	2429.192		5.245	,000
	CURRENT	-811.042	339.331	-,481	-2.390	,027

a. Dependent Variable: PRICE





Structural equation of the above data can be seen as follows:

$$Y = 12740.349 - 811.042X1$$

Based on the above analysis results table is known that the t value of -2.390. The significant value of 0.00. The

significance value smaller than 0.05. This means that the current ratio variable effect on stock prices partially. Current ratio amount of influence on stock prices can be seen in the following table.

**Table 9. The second equation r squared**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,481a	,231	,191	6738.70985

a. Predictors: (Constant), CURRENT

Based on the above table it can be seen r squared value of 0.231. This means that the effect of the variable current ratio of the stock price of 23.1% and the rest influenced by other variables not included in the model equations.

**3. Analysis of the effect of leverage ratio on stock prices partially**

The analysis results leverage ratio on stock prices can be partially seen in the following table.

**Table 10. Results of the third regression equation analysis**

**Coefficientsa**

Model	Coefficients Unstandardized		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	1006.008	1707.223		,589	,563
LEVERAGE	25798.244	4846.606	,774	5,323	,000

a. Dependent Variable: PRICE

The structural equation of the above data can be seen as follows

$$Y = 1006.008 + 25.798.244X2$$

Based on the above analysis results table is known that the t value of 5.323. The significant value of 0.00. The

significance value smaller than 0.05. This means that the leverage ratio variables affect stock prices partially. The amount of leverage ratio influence on share prices can be seen in the following table.

**Table 11. Value quadratic equation r third**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,774a	,599	,577	4869.12483

a. Predictors: (Constant), LEVERAGE

Based on the above table it can be seen r squared value of 0.599. This means that the effect of variable leverage ratio on stock prices by 59.9% and the rest influenced by other variables not included in the model equations.

**4. Analysis of the influence of inflation on stock prices partially**

Results of analysis of the effect of inflation on stock prices partially can be seen in the following table.



**Table 12. Results of the fourth regression equation analysis**  
**Coefficientsa**

Model		Coefficients Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	9954.116	4282.394		2,324	,031
	INFLATION	-29,840.064	64136.040	-,106	-,465	,647

a. Dependent Variable: PRICE

The structural equation of the above data can be seen as follows

$$Y = 9.954.116 - 29.840.064X$$

Based on the above analysis results table is known that the t value of -0.465. The significance value of 0.647. The

significance value smaller than 0.05. This means that the variable inflation affects stock prices partially. The magnitude of the effect of inflation on stock prices can be seen in the following table.

**Table 13. Value r squared fourth equation**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,106A	.011	-,041	7641.87305

a. Predictors: (Constant), INFLATION

Based on the above table it can be seen r squared value of 0.011. This means that the effect of variable inflation on stock prices by 1.1% and the rest influenced by other variables not included in the model equations.

**5. Analysis of the effect of exchange rate on stock prices partially**

The analysis results rate on stock prices can be partially seen in the following table.

**Table 14. Results of the fifth regression equation analysis**

**Coefficientsa**

Model		Coefficients Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	-16,246.482	13808.577		-1.177	,254
	EXCHANGE	2,705	1,523	,377	1,776	,092

a. Dependent Variable: PRICE

The structural equation of the above data can be seen as follows

$$Y = -16,246.482 + 2,705X$$

Based on the above analysis results table is known that the t value of 1.776. The significance value of 0.092. The

significance value smaller than 0.05. This means that the variable exchange rates affect stock prices partially. The magnitude of the effect of exchange rate on stock prices can be seen in the following table.

**Table 15. Value r squared fourth equation**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,377A	,142	,097	7117.31805

a. Predictors: (Constant), EXCHANGE

Based on the above table it can be seen r squared value of 0.142. This means that the effect of variable rate on stock

prices by 14.2% and the rest influenced by other variables not included in the model equations.



## Conclusions and Recommendations

### Conclusion

Variable current ratio, leverage ratio, inflation and exchange rates affect stock prices simultaneously. Calculated F value of 13.555 and significance of 0.00. This value is less than 0.05. R squared value of 77.2% meaning that the variable current ratio, leverage ratio, inflation and the exchange rate effect on stock prices by 77.2% while the rest influenced by other variables that are not incorporated into the model equations.

Current ratio variable effect on stock prices partially. T value of -2.390. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.231. This means that the effect of the variable current ratio of the stock price of 23.1% and the rest influenced by other variables not included in the model equations.

Leverage ratio variables affect stock prices partially. T value of 5.323. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.599. This means that the effect of variable leverage ratio on stock prices by 59.9% and the rest influenced by other variables not included in the model equations.

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Variable inflation affects stock prices partially. T value of -0.465. The significance value of 0.647. The significance values greater than 0.05. R squared value of 0.011. This means that the effect of variable inflation on stock prices by 1.1% and the rest influenced by other variables not included in the model equations.

Variable rate effect on stock prices partially. T value of 1.776. The significance value of 0.092. The significance value smaller than 0.05. R squared value of 0.142. This means that the effect of variable rate on stock prices by 14.2% and the rest influenced by other variables not included in the model equations.

### Recommendations

Investors should consider the variable current ratio, leverage ratio, inflation rates and currency exchange rate within invest in the company shares consumer goods industry group. The variables that need to be considered individually is a variable current ratio and leverage ratio for partial variable effect on the company's stock price the consumer goods industry group.

In subsequent studies need to be considered to enter other variables with a greater amount of data to analyze the factors that affect stock price variable.



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