

## **ABSTRACT**

*This research is performed in order to test the influence of the variable, Debt to Equity Ratio (DER), Profit Margin on Sales (PMS), Total Asset Turnover, Institutional Ownership and Insider Ownership toward Return on Equity (ROE).*

*Data collected by purposive sampling method with criteria as (1) Non finance company who provide financial report during period 2004 through 2006; (2) Non finance who insider ownership in Indonesian Stock Exchange (ISX) during period 2004 through 2006 and (3) Non finance company in Indonesian Stock Exchange (ISX) which given dividend and ungiven dividend during period 2004 through 2006 The Data is based on publicity Indonesian Capital Market Directory (ICMD) since 2004 to 2006. Data analysis with multi linier regression of ordinary least square and hypotheses test used t-statistic and f-statistic at level of significance 5%. While to examine the difference determining Debt to Equity Ratio (DER), Profit Margin on Sales (PMS), Total Asset Turnover, Institutional Ownership and Insider Ownership toward Return on Equity (ROE).*

*Empirical evidence show as DER, PMS and TAT to have positive influence toward ROE of non finance company given dividend and only DER to have positive influence toward ROE of non finance ungiven dividend. Implication managerial suggested to investor in order to investment because ROE in non financial company listed in JSX is very good.*

*Keywords : Debt to Equity Ratio (DER), Profit Margin on Sales (PMS), Total Asset Turnover, Institutional Ownership and Insider Ownership and Return on Equity (ROE).*