ABSTRACT

This research intends to examine and analyze the factors that affect stock return. The independent variables used in this research observation are the January Effect phenomenon, firm size, various financial ratios, including profitability ratios: ROA, ROE, leverage ratios using DER, and market value ratios using PER. Then for the dependent variable used is the stock return.

This research was conducted using secondary data obtained from the Indonesia Stock Exchange (IDX) and the Bloomberg FEB Undip laboratory. The research sample was taken based on the purposive sampling method on predetermined criteria so that as many as 68 companies indexed by KOMPAS100 were used during the 2017-2019 period. Multiple linear regression analysis is used in testing secondary research data

From the research results obtained, it can be concluded that the January Effect and firm size have a positive and significant effect on stock returns. As for the financial ratios: ROA, ROE, PER have a positive effect, DER has a negative effect, and overall the financial ratios variable has no significant effect on stock returns.

Keyword: january effect, firm size, financial ratios, roa, roe, der, per