ABSTRACT

Pramono Soniki.2012. The Influence Of Return On Equity and Liquidity of Risk Of Stock Investment in Tobacco Manufacture Corporate in Indonesia Stock Exchange. Majoring in Management. Economy Faculty. Universitas Komputer Indonesia.

The research was conducted on Tobbaco Manufacture listed on the Stock Exchange. The purpose of this study was to determine the development of Return On Equity, Liquidity, Risk of stock investment, Return On Equity and Liquidity and the effect on risk of stock investment.

The method used in this study is qualitative and quantitative methods. The sample in this study are the three companies listed tobacco manufacture sector on IDX in the period 2001 to 2010 in accordance with the criteria set by the researcher. The test statistic used is the calculation of Pearson correlation, path analysis, determination coefficient, hypothesis testing, and also using the program SPSS 15.0 for windows application as a tool of analysis.

The results showed that simultaneous return on equity and liquidity has a positive effect on risk of stock investment large influence of simultaneous return on equity and liquidity to the risk of stock investment is 2.23% as indicated by the value of R Square of 0.023, and the balance of 97.7% influenced by other factors such as ROI, DER, PER, as well as solvency ratios . Partially, the return on equity does not significantly influence the risk of stock investment with a significance value smaller than the critical value (-0,013 < 2,045). While the liquidity has a negative effect on risk of stock investment with a correlation coefficient of -0.0759 and has a not significant influence with the t count value is smaller than t table (-0,011 < 2,045). Thus, return on equity and liquidity on risk of stock investment have an effect so weak and not significant but investors also need to consider other fundamental factors are not examined in this study.

Keywords: Return On Equity, Liquidity, and Risk Of Stock Investment