ABSTRACT

Writter have been research at emiten Bakrie Group. The purpose of this research to find out the influence of return on equity and financial leverage to stock price partially and simultaneously.

The method used in this research is descriptive method and verifikatif method. To find out the relationship of return on equity and financial leverage with stock price used correlation analysis. To find out the influence of return on equity and financial leverage to stock price used multiple linear regression analysis. The process of statistical analysis using SPSS 17.0 for Windows.

The results of this research shows that the variable return on equity and stock price had a medium relationship with the positive direction, while the variable financial leverage and stock price has a medium relationship with the negative direction. Furthermore, the variable return on equity and financial leverage will have a significant effect to stock price partially and simultaneously.

Keywords: Return On Equity, Financial Leverage, and Stock Price