ABSTRACT

Cica Cunengsih, "Analysis Of The Effect Of SBI Interest Rate, And Exchange Rate Of Rupiah/US Dollars On Stock Returns At Banking Companies Listed In Indonesia Stock Exchange Period 2007-2011". under supervision by Prof. Dr. Hj. Ria Ratna Ariawati, MS., Ak.

The purpose of this study is to determine: (1) The development of SBI interest rates, Exchange Rete Of Rupiah/US Dollar, and Stock Returns, (2) Effect of SBI Interest Rate and Exchange Rate Of Rupiah/US Dollar On Stock Return, either simultaneously or partially.

The method used is descriptive method and the method verifikatif. The data used are secondary data Period 2007-2011, which includes Banking Companies listed on the Indonesia Stock Exchange. Statistical test used is multiple linear regression analysis, the classical assumption test, Pearson correlation analysis, and coefficient of determination using SPSS 20.0 application for windows.

The results showed that Partial SBI interest rates variable had no significant effect on Stock Returns at Banking Companies listed on the Indonesia Stock Exchange. While Exchange Rate Of Rupiah/US Dollar have a significant effect on Stock Returns at Banking Companies listed on the Indonesia Stock Exchange. Simultaneously two variables have significantly effect On Stock Returns of 15,2% and 84,8% influenced by other factors.

Key words : *SBI interest rate, Exchange Rate Of Rupiah/US Dollar, and Stock Returns.*