ABSTRACT

THE INFLUENCE OF THE RETURN ON INVESMENT AND DIVIDEND YIELD TO STOCK RETURN ON FOOD AND BEVERAGES COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE PERIOD 2010-2014

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Phenomenon that occurs in this study is the decline in the rate of stock returns were not accompanied by a decrease in the return on investment as and dividend yield , but instead return on investment as dividend yield and here increased. This phenomenon occurs in food and beverage companies in the period 2010-2014. This is contrary to the theory (Octora 2003: 5) which states that the higher the return on investment, the better the state of the company in return of shares . And the theory of (Gul , 2002: 24) which states that the improvements in the return on stocks driven dividend yield better from year to year, eating the company will be more advanced and successful , due to the increase and decrease in the results of dividend income earned by shareholders it will raise its stock return.

This study aimed to examine the effect of return on investment as and dividend yield on stock returns . The method used in this research using descriptive method verification . The sample used in this study were 6 food and beverage companies listed in Indonesia Stock Exchange (cross section) and 5 years financial statement data (time series) so the amount of data in this study as many as 30 data (pool data) and methods of data analysis used for testing the hypothesis is classic assumption test, multiple linear analysis , correlation analysis , coefficient of determination by t test and f.

The results showed that the partial return on investment as having a significant influence on stock returns and dividend yields also have a significant impact on stock returns , while simultaneously also return on investment as and dividend yield has a significant impact on stock return.

Keywords : Return On Investment , Dividend Yield and Stock Return