ABTRACT

This study aims to determine the implications of fluctuations in stock returns in the annunciator by return on assets and the price of the book value of the coal mining company listed on the Stock Exchange in 2010-2014. Indonesian coal has ash content and low sulfur that is known environmentally friendly. The fall in coal prices to reach a level of US $ 84.15 per ton, down 31% in early 2012 and continued until the beginning of the year. \ The higher the stock price over the purchase price, the higher the returns obtained by investors. Functioning and profitability ratios are often used to predict stock returns is Return On Asset (ROA), Price to Book Value (PBV). The research method uses descriptive analysis and verification. And using the method of data analysis is the multiple linear regression analysis using classical assumption test consisting of (Normality Test, Test Multicolinearity, heterocedastity Test, Test autocorrelation), and the coefficient korelasi.Pengujian hypotheses derived from the level of trust with significance level α = 0.05 , where df = nk-1 = 30-2-1 = 27. Then t (0.05: 27) = 2,052. t_hitung 2,271 greater than 2,052 t_tabel then the error rate of 5% so it was decided to reject Ho Ha received. t_hitung variable value PBV 0035 -2070 with significant value. Because the value t_hitung -2070> -2052 t_tabel then the error rate of 5% was decided Ho rejected.

Keywords: Return on Assets (ROA), price book value (PBV), Stock Return