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ROI is a ratio that shows the results on the amount of assets used in the company. DER is a ratio used to assess the debt to equity. This study aims to provide empirical evidence about the effect of ROI and DER on stock price in the Retail Trade company listed on the Stock Exchange.

The population in this study were 10 companies Retail Trade for 5 years (2009-2013). The sample using purposive sampling method with certain criteria. The analysis used is descriptive analysis and verification with quantitative approach. The analysis model is Multiple Linear Regression.

The results of hypothesis testing in this study show that (1) the changes in Return On Investment has no significant positive effect on stock price in the Retail Trade company listed on the Stock Exchange, (2) the changes in Debt to Equity Ratio has no significant negative effect on stock price in the Retail Trade company listed on the Stock Exchange, and (3) the changes in Return On Investment and Debt to Equity Ratio has no significant effect on stock price in the Retail Trade company listed on the Stock Exchange.

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Keywords: Return On Investment, Debt to Equity Ratio, Stock Price.