

## ABSTRACT

Lindawati Libunelo. 931 411 175. 2015. *The Influence of Return On Asset (ROA) toward Stock Return on TELECOMMUNICATION Companies Listed in Indonesia Stock Exchange*. Skripsi, Study Program of S1 Management, Department of Management, Faculty of Economics and Business, State University of Gorontalo. The principal supervisor was Supardi Nani, SE., M.Si and co-supervisor was ibu Lanto Miriatin Amali, S.Sos., M.Si.

The research aimed at investigating the influence of return on asset (ROA) Toward stock return. The data of research were secondary data that had been collected by downloading the annual financial statement from the official website of each sector of TELECOMUNICATION Companies. The population of research were 7 TELECOMUNICATION Companies. The samples of research were 5 TELECOMUNICATION Companies gained through purposive sampling. The data analysis used e-views program.

The research result showed that partially Return On Asset (ROA) influenced positively and significantly the stock return on TELECOMUNICATION Companies listed in Indonesia Stock Exchange from 2009 to 2013. It also showed that the independent variable was very good in explaining the dependent variabel with value of determination coefficient as 52,4%.

Keywords: Return On Asset (ROA), Return Saham

