

ABSTRACT

WITEYSI TIMUMU. 931 411 198. 2015. The Effect of Return On Investment (ROI) and Return On Equity (ROE) toward Stock Return at PT. Telkom Indonesia, Tbk as one of 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 Dr. Abd. Rahman Pakaya, M.Si and the co-supervisor was Idham Masri Ishak, SE., M.Si.

The research aimed at testing the effect of Return On Investment (ROI) (X1) and Return On Equity (ROE) (X2) toward Stock Return. The data of this research were data of annual financial statement from stock corner and financial statement of private summary of Telkom Indonesia, Tbk. The data were secondary data. The population of research were financial statements of PT. Telkom Indonesia, Tbk in the period of 2004-2013. The technique of sampling was full sampling. Therefore the samples of research were financial statements of PT. Telkom Indonesia, Tbk during the last 10 years. The objects of research were Return On Investment (ROI), Return On Equity (ROE), and Stock Return of PT. Telkom Indonesia, Tbk. The data analysis used SPSS Program of 21.

The research result showed that partial Return On Investment significantly affected the Stock Return, return On Equity did not affect the Stock Return significantly at PT. Telkom Indonesia, Tbk during the period of 2004-2013. Simultaneously, the independent variable (Return On Investment and Return On Equity) did not affect the Stock Return significantly at PT. Telkom Indonesia, Tbk during the period of 2004-2013. By having the value of adjusted R square as 9,7%, meant that the Stock Return was affected by Return On Investment and Return On Equity.

Keywords: Return On Investment, Return On Equity, and Stock Return

