

ABSTRACT

***THE EFFECT OF DEBT TO EQUITY RATIO AND RETURN ON EQUITY
TOWARD STOCK RETURN OF PT INDOFOOD SUKSES
MAKMUR TBK
PERIOD 2008 - 2020***

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The purpose of this research was to learn and analyze the effect of Debt To Equity Ratio (DER) and Return On Equity (ROE) on Stock Return in PT Indofood Sukses Makmur Tbk. The research method used was Verification method. The analyzing tool used was Multiple Linear Regression and Determinant Coefficient. Based on the result of the research, it is confirmed that Debt to Equity Ratio (DER) and Return On Equity (ROE) positively effected simultaneously on Stock Return. Whilst partially Debt to Equity Ratio (DER) Positive and significant on Stock Return, and Return On Equity (ROE) effected positive and significant on Stock Return.

Keywords: Debt to Equity Ratio (DER), Return On Equity (ROE), and Stock Return.