

ABSTRACT

This study aims to analyze the abnormal return and trading volume of stock before and after the stock split by categorizing the company grows and the company does not grow. The population in this study are all companies listed on the Stock Exchange and perform stock split activity period 2012-2016. The sample used Purposive Sampling method with certain criteria. The number of samples in this study are 40 companies. The analysis technique used in this study t test (Paired Sample T-Test) with the help of spss 23. The test results show the first hypothesis is rejected which means there is no significant difference Average Abnormal Return before and after the stock split in the company grows. The second hypothesis is accepted which means there is no significant difference Average Abnormal Return before and after stock split in the company does not grow. The third hypothesis is rejected, meaning there is no significant difference between the average TVA before and after the stock split. The fourth hypothesis accepted means that there is no significant difference between the average TVA before and after the stock split of the company category did not grow.

Keywords: stock split, abnormal return, trading volume activity, growth and non-growth company.