

ABSTRACT

YULIANA (09.1.223). *Profitability Analysis Of Stock Return Effect On Food and Drinks Companies Listed on the Stock Exchange (under the guidance of Mother Mutiara Maimunah,SE.,M.Sc.,Ak.)*

This study aimed to examine the effect of PER on ROA and stock return. The sample used in this study is the Food and Beverage Companies listed on the Indonesia Stock Exchange in 2009-2011, bringing the total sample is 30 firms. There are two variables used are return as the dependent variable while the ROA and PER as an independent variable. Analysis style used is multiple linear analysis.

The results showed that the partial ROA and PER no effect on stock returns. Then simultaneously or jointly variable Return on Assets (ROA) and Price Earning Ratio (PER) has no effect on stock returns.

Keywords: *Return on Assets (ROA), Price Earning Ratio (PER), Return stock*