

ABSTRACT

This study aimed to examine the effect of earnings persistence and firm size on stock return. The population in this study are all companies listed on the Indonesia Stock Exchange. The research sample set by using purposive sampling. The research sample was obtained by 31 companies. Hypothesis testing using multiple regression analysis with SPSS ver 12.0. The test results indicate that the first hypothesis (H1) which states that the persistence of earnings affect stock prices, declined. The second hypothesis (H2) states that firm size effect on stock prices, declined.

Keywords: stock return, earnings persistence and firm size.