

ABSTRACT

***THE INFLUENCE OF STOCK RETURN ON STOCK TRADING VOLUME
AT PT. INDOFOOD CBP SUKSES MAKMUR, TBK.***

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The purpose of this study was examined the effect of stock returns on stock trading volume PT. Indofood CBP Sukses Makmur, Tbk 2010-2018 period. The independent variable was stock returns consisting of capital gain and dividend used Dividend Payout Ratio hereinafter referred to as DPR is a ratio that shows the percentage of each profit obtained distributed to shareholders in cash. The dependent variable was stock trading volume. Sampling methods in this research was purposive sampling and data used in this research was secondary data. The data analysis technique used multiple linier regression using SPSS 16.00 for windows. The result showed in simultanly stock returns had an effect on stock trading volume. In partial stock return in the form of capital gain had not effect on stock trading volume and dividend had a significant effect on stock trading volume.

Keywords: *Capital Gain, Devidend, Stock Trading Volume*