

Abstract

The Influence of Promotion Cost Efficiency, Current Ratio, Debt Equity Ratio, and Inventory Turnover on Stock Returns with Return on Assets as Moderating Variables (Empirical Study on Manufacturing Company Subsectors Food and Beverages Registered in BEI 2011-2018)

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Stock returns are the result of investment in securities (shares) in the form of capital gain (loss), which is the difference between the current stock price (closing price in period t) and the previous period's stock price (closing price in period t-1) divided by the stock price of the period t previous (closing price in period t-1)

The purpose of this study is the Effect of Promotion Cost Efficiency, Current Ratio, Debt Equity Ratio, and Inventory Turnover on Stock Returns with Return on Assets as Moderating Variables (Empirical Study on Manufacturing Company Subsectors Food and Beverages Registered in BEI 2011-2018). The method used in this research is non-random sampling method with purposive sampling technique. The data analysis technique used is moderated regression analysis (MRA).

Research shows that Promotion Cost Efficiency has no significant effect on Stock Returns, Current Ratio has no significant effect on Stock Returns, Debt Equity Ratio has no significant effect on Stock Returns, Inventory Turnover are in significant on Stock Returns, Effect of Promotion Cost Efficiency, Current Ratio, Debt Equity Ratio, and Inventory Turnover on Stock Returns simultaneously are in significant on Stock Returns. Returns on Assests as Moderating variabel Promotion Cost Effisiensi does not significantly influence opinion modification of Stock Returns. Returns on Assests as Moderating variabel Current Ratio does not significantly influence opinion modification of Stock Returns. Returns on Assests as Moderating variabel Debt Equity Ratio does significantly influence opinion modification of Stock Returns. Returns on Assests as Moderating variabel Inventory Turnover does significantly influence opinion modification of Stock Returns. Returns on Assests as Moderating variabel Promotion Cost Efficiency, Current Ratio, Debt Equity Ratio, and Inventory Turnover simultaneously are in significantly influence opinion modification of Stock Returns.

Keywords : Promotion Cost Efficiency, Current Ratio, Debt Equity Ratio, Inventory Turnover, Stock Returns and Return on Assets