

**ABSTRACT**

*Title : The Effect of Dividend Policy, Corporate Social Responsibility, and Return On Investment to the Stock Price on Subsector Industry Food and Beverage listed in Indonesia Stock Exchange (IDX) period 2014-2018*

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*Study Program : Accounting*

*The purpose of this research is to know : (1) the effect of Dividend Policy to stock price, (2) the effect of Corporate Social Responsibility to stock price, (3) the effect of return on investment to stock price, either simultaneously or partially.*

*The research method used of causality research. The sample of this study is the companies' financial statement of sub sector industry food and beverage period 2014 to 2017 using Saturation Sampling. There are 23 companies that become research samples. The analytical method in this study is multiple linear regression analysis.*

*The result of this study : (1) Dividend Policy, Corporate Social Responsibility, and Return On Investment simultaneously have a effect to stock prices, (2) Dividend Policy has a positive effect to stock prices, (3) Corporate Social Responsibility has a positive effect to stock prices, (4) Return On Investment has a positive effect to stock prices.*

*Key Words : Dividend Policy, Corporate Social Responsibility, and Return On Investment, Stock Price.*