

ABSTRACT

This study aims to determine the influence of fundamental and macroeconomic factors on stock returns in the telecommunications company listed on the Indonesia Stock Exchange within 2011 to 2015. The factors analyzed in this study are the current ratio, total asset turnover, return on equity, long term debt to equity ratio, inflation, interest rates and the exchange rate as an independent variable and stock return as dependent variable. This study is classified into a descriptive verification research. By using purposive sampling, the samples are obtained by 3 companies. The analysis method used is panel data and the data used in this research is secondary data. The results of this study indicate that the coefficient of determination (R^2) appreciating by 32.92% while the remaining 67.08% is explained by other factors beyond this research. Current Ratio, Total Assets Turn Over, Return On Equity, Long Term Debt To Equity Ratio, Inflation, Interest Rate and Exchange Rate variables are simultaneously significant on stock returns. Partially, inflation is the only variable that has an impact on stock returns while CR, TATO, ROE, LTDER, Interest Rate and Exchange Rate have no significant effect on the Telecommunications company's stock return listed in Indonesia Stock Exchange within 2011 to 2015.

Keywords: *Fundamental, Macroeconomics, Stock Return.*