

## ABSTRACT

Plantation as integral part from Agriculture Sector is one of sector that has important and strategic role in the national development. The plantation sub sector in its production has excellent potential. In fact, the Ministry of Agriculture said that the plantation sub-sector is one of the agricultural sub-sector that can increase the country's foreign exchange and absorb labor. However, the performance of Agriculture Sector showed poor and less attractive to the Investor. So, the aim of this study is to know the influence of Return On Investment (ROI), Earnings Per Share (EPS), Dividend Per Share (DPS), Debt To Equity Ratio (DER), Inflation, Exchange Rate, and Interest Rate whether simultaneously and/or partially toward Stock Returns in Plantation Sub Sector. It also to formulize the strategy of Plantation Sub Sector Company in enhancing performance of Stock Returns.

Samples used in this study as many as 11 companies from the Plantation Sub Sector listed in Indonesia Stock Exchange during the year 2012 – 2016. This data uses secondary data, with time series and cross section also using Panel Data Regression. All of sample will be processed to the Classical Assumption Test and Panel Data Regression Estimation.

The result performs ROI, Inflation, Exchange Rate, and Interest Rate partially has a significant effect on Stock Returns. ROI variable become a benchmark in creating strategy for Plantation Sub Sector Companies. From performance of ROI during research period, it will be obtained the category for each companies. Company category using matrix quadrant, which there are 4 quadrants. Each Quadrant will be resulted the strategy for company based on their performance in Annual Report regarding to enhance ROI values.

Keywords: ROI, EPS, DPS, DER, inflation, exchange rate, interest rate, strategy.