

ABSTRACT

After Economic conditions improved in 2010 the Indonesian government seeks to promote the development of infrastructure to catch up with other ASEAN Countries by triggering Master Plan for the Acceleration of Indonesian Economic development (MP3EI). The impact of the Cement Sector Sub MP3EI company increased investment in particular on the company's shares.

This study aims to find out the influence of internal and external factors on stock returns. Independent variables in this study is the Economic Value Added, Return on Assets, Return on Equity, Inflation, rupiah exchange rate and interest rates. While the dependent variable is the stock return.

The data used is secondary data, the semester company's financial statements. The object of this research are cement companies listed in Indonesia Stock Exchange period 2010 - 2014. Sampling was done by purposive sampling techniques and produce three companies. The analytical method used in this research is the analysis of panel data.

The data processing is done by using Data Analysis Panel. The results of this study indicate that the EVA, ROA, ROE, Inflation, Exchange Rate and Interest Rate simultaneously no significant effect on Stock Return. The coefficient of determination of the study amounted to 36.76%. Partially independent variables that have influence Significant is inflation, while other Independent Variable no significant effect on Stock Return.

Based on the findings of this study external factor that is inflation, referable ratings stock returns by the investor in determining investment strategy in order to gain profit.

Keywords: Economic Value Added, Return On Asset, Return On Equity, Inflation, Stock return