

ABSTRACT

Building construction companies placed on the top three, the most significant business field contributes to GDP (Gross Domestic Product) in Indonesia. This study aims to determine the effect of financial ratios and macroeconomic simultaneously and partially on stock return at building construction companies subsector, as well as formulating strategic recommendations for companies as considerations in determining the next steps in the middle of the COVID-19 pandemic.

The result showed that the financial ratios and macroeconomic variables that have a simultaneously and partially effect on the stock return is inflation; so it can be used as a reference in making strategy. PT Wijaya Karya (Persero) Tbk was selected as a company that represents the average condition of the building construction subsector then processed to determine strategic recommendations using the result of the AHP questionnaire filled out by expert respondents to mapping the SWOT matrix.

Keywords: Stock Return, Decision Making, Internal Factors, Macroeconomics, SWOT Analysis