

ABSTRACT

Currently, companies have used new media to inform their financial performance reporting. The internet is a new media used by companies to convey their reporting. Financial performance reporting such as financial reports is very important because it can help investors in assessing the company

This research aims to determine the effect of the number of shares outstanding and the level of website information disclosure on the frequency of stock trading. The influence of the number of shares outstanding and the level of website information disclosure is carried out by analyzing information on the company website and financial reports.

The research method in this research is a quantitative method. This research applies a purposive sampling method so that there are 30 samples of LQ45 index companies during the research period. The data analysis technique is in the form of multiple linear regression.

The research results show that the number of shares outstanding and the level of website information disclosure influence the frequency of stock trading. This indicates that the existence of the internet and disclosure of website information has attracted investors' interest in investing because investors can have company information easily, quickly and precisely.

It is hoped that the results of this research can add insight and literature regarding the influence of the number of shares in circulation and the level of website information disclosure on stock trading frequency and can provide references and information for researchers who will use this topic in further research.

Keywords: *outstanding shares, information disclosure, stock trading frequency*