

## ABSTRACT

One way that can be used by the company in order to meet the capital needs of the company is to offer the company's ownership in the form of stock to the public / public (go public). One factor that can be identified effect on stock returns is a factor of the company's financial performance ..

This study was conducted to determine the effect of liquidity and profitability of the stock return either simultaneously or partially. The population of this research is a telecommunications company listed on the Stock Exchange (Stock Exchange Indonesia) from the year 2007 to 2014.

This study uses panel data analysis techniques mixed with eviews, descriptive study and the type of data used is secondary data in the form of financial statements of companies sampled.

The results showed that simultaneous current ratio, return on assets, return on equity, dividend payout ratio effect on stock returns. While partially, the variable current ratio does not significantly influence stock return variable, the variable return on assets had no significant effect on stock returns, the variable return on equity have a significant effect on stock returns, and variable dividend payout ratio has no significant effect on stock returns.

Suggestions for further research may use a different type of company to see if there is the influence of other factors on stock returns in different business sectors. Suggestions for the company, the company should consider the level of return on equity due to the level of a high return on equity capital means the ability of the company to generate profits also increased. As well as for advice for investors, investors should take advantage of the company's information regarding the level of return on equity of the company to facilitate the investment decision-making process because it has been proven that these elements affect the level of stock returns.

Keywords: current ratio, return on assets, return on equity, dividend payout ratio, return stock