

ABSTRACT

In developed countries, some holidays are used for recreation and rest from work that is routinely done. Some research is done by connecting the mood of a person with trading activities in the capital market is how the mood of an investor can affect the emotional and their perception in transaction shares in the capital market. Investor trading activity in the form of buying and selling stocks to obtain a positive stock return and avoid negative stock returns.

The aim of this study is to determine the effect of aidil fitri holiday on stock returns on the three private banks. The three banks are Bank BCA, Bank Danamon, and Bank BTPN.

The data used in this study is a secondary data in the form of closing stock price that is processed using SPSS 20. The method used in this study is the method of regression analysis with dummy variables. There are three periods that become dummy variable in this research, that is H-60 before Idul Fitri holiday, the day during aidil fitri and H + 30 after aidil fitri holiday.

Based on the result of the study, it is known that on during aidil fitri and H+30 after aidil fitri holiday width the significance value of the three banks is greater than 0,05. It can be concluded that there is no significant influence between aidil fitri holidays on stock returns on the three private bank.

Keywords: Stock Return, aidil fitri holidays