

ABSTRACT

This study determine the influence of Earning Per Share (EPS), Debt to Equity Ratio (DER), Return On Assets (ROA), BI Rate and economic growth to share returns in sub-sector companies property and real estate. This research also formulate the strategy of property and real estate sub-sector in improving company performance. The sample of companies used in the study there are 9 companies sub-sector property and real estate listed on the IDX during 2010 to 2016. So that the total data processed in this study as much as 63. Tools used in this study is panel data regression.

The results showed that EPS, DER, ROA, BI Rate and economic growth simultaneously have a significant influence on stock returns. Then ROA and Economic growth partially have a significant influence so that used as a reference to determination corporate strategy based on the analysis of stock returns on the company property sub-sector and real estate during 2010 to 2016. PT. Summarecon Agung Tbk can represent property and real estate sub-sector to identify company performance and analyze its strategy. The tool used in formulating the strategy is the AHP questionnaire filled by the expert to determine the SWOT matrix position.

PT Summarecon Agung is in quadrant 1 on the SWOT matrix so that the strategy applied is progressive. PT Summarecon Agung is expected to be an example for property and real estate sub-sector companies to improve their performance through strategic recommendations.

Keywords: *Financial Ratios, External Factors Analytical Hierarchy Process, SWOT*