

ABSTRACT

Pharmaceutical Industry one of Industry that has a great effect on several aspect, like a health aspect will affect the economy in a region or country. This study aims to determine the effect of Earning Per Share , Debt to Equity Ratio , Return On Asset inflation and dollar exchange at the same time and partially to stock return in pharmaceutical sector. This research aims to formulate the strategy of pharmaceutical industry to improve the performance of stocks return. The sampel used is 7 companies from pharmaceutical industry on the Indonesia Stock Exchange (IDX) during the period 2010-2016. Data type used are secondary data, time series and cross section by using analysis regression data panel.

The result of the research are EPS, DER, ROA, inflation and dollar exchange at the same time have significant effect on stock return. While variables that have a partial effect in stock return are EPS and dollar exchange. A tool for formulating a startegy is to create an AHP questionnaire for experts and SWOT analysis. PT Kalbe Farma, Tbk was chosen to represent the pharmaceutical industry for SWOT analysis with the growth of EPS value which rises every year and have a good average stock return because EPS has affect to stock return.

Keywords : Internal Faktor, Macro Economy, Analytycal Hierarchy Process, SWOT Analysis