

## **ABSTRACT**

*One of the main objectives of investors is to want a high stock return. A high stock return means that the level of profits obtained by investors from their investments is high. Companies that have high stock returns will be very attractive to investors.*

*This study aims to determine the effect of profitability (ROE), dividend policy (DPR), sales growth (SG), operating cash flow (AKO), and stock trading volume on stock returns in consumer goods industry sector companies listed on the Indonesia Stock Exchange period 2014-2017. The data used in this study was obtained from financial report data. The financial statements are taken from the official website of the Indonesia Stock Exchange.*

*The population in this study is the consumer goods industry sector companies listed on the Indonesia Stock Exchange for the period 2014-2017. The sampling technique used was purposive sampling and obtained 12 companies with a research period of 4 years, in order to obtain 48 sample data. The method of data analysis in this study is panel data regression analysis using E-views 9 software.*

*The results showed that simultaneous profitability, dividend policy, sales growth, operating cash flow, and stock trading volume simultaneously had a significant effect on stock returns. Partially, profitability (ROE), dividend policy (DPR), operating cash flow, and stock trading volume have no effect on stock returns. Meanwhile, sales growth has an effect on stock returns.*

*Based on the results of this study, investors and prospective investors are advised to consider investment decisions in investing to consider the level of sales of companies in investing. In order to obtain the expected stock returns..*

***Key Word: Stock Returns, Profitability, Dividend Policy, Sales Growth, Operating Cash Flow, Stock Trading Volume***