

ABSTRACT

The food and beverage sub-sector industry has a major influence on economic growth in Indonesia by contributing the largest GDP to the country. The purpose of this study is to determine the effect of Debt to Equity Ratio, Return On Assets, Earning Per Share, Inflation and Exchange Rate on stock returns of the food and beverage sub-sector simultaneously and also partially. Another purpose of this research is also to recommend the company's strategy so that it can improve the company's performance and return shares of the food and beverage sub-sector. Of the 18 populations, 10 samples of food and beverage sub-sector companies were listed on the IDX for the period of 2012 to 2017. The panel data regression analysis was used to process secondary data, time series, and cross sections.

Panel data regression analysis results in DER, ROA, EPS, Inflation and Exchange Rate having a significant influence on stock returns simultaneously and the exchange rate has a significant influence on stock returns partially. The strategy recommendations were obtained by distributing the AHP questionnaire to experts and carried out a SWOT analysis. PT Indofood Sukses Makmur Tbk is a chosen company representing other food and beverage sub-sectors by looking at the performance of the company's financial statements. SWOT analysis is carried out with company sales increasing every year and having stock returns that have the lowest risk of losses among other companies.

Keywords: Stock Returns, Financial Ratios, Macroeconomics, Panel Data Regression Analysis, SWOT Analysis