

## ABSTRACT

*The holding period of shares can be calculated by using comparison between the number of share outstanding and the volume of stock trading transactions in the companies. The holding period is important to research because by knowing the value of the holding period of shares, investor will get knowledge about their stock condition. The long term of holding period shows a good stock condition because the investors tend to hold their shares so the investor will get more profit in the future.*

*The purpose of this study is to analyze the influence of variance return, market value, and Dividend Payout Ratio (DPR) on stock holding period of company that include in Index LQ-45 period 2012-2018. The data obtained from financial book, summery of index LQ-45 performance, and list of stock price on Indonesia Stock Exchange and Yahoo Finance. The population on this study is companies that include in index LQ-45 period 2012 to 2018. The sampling method on this research is purposive sampling and obtained 20 companies. Data analysis method in this research is panel data regression.*

*. The result showed that simultaneosly, variance return, market value and Dividend Payout Ratio (DPR) have a significant influence on stock holding period. But partially, variance return has negartive significant effect on stock holding period. Market value) has a positive but not significant on stock holding period. Dividend Payout ratio has a positive but not sigificant on stock holding period. Based on the results of this research, for investors that want to invest. Based on this result of this research, investor who want to invest can pay attention to the risk they will have. If investors want to hold their shares for a long time, the investors need to invest in the companies that have low risk. This risk can be reflected by variance return.*

**Keyword:** *variance return, market value, Dividend Payout Ratio (DPR), holding Period*