

ABSTRACT

The health sector is one of the sectors that has a major influence on Indonesia's GDP, especially in the 2020-2022 period. This study aims to measure the simultaneous and partial effects of profitability, solvency, and inflation ratios on stock returns in the health sector. In addition, this study also aims to formulate strategy recommendations to improve company performance based on analysis of internal and external factors in the health sector. The data used comes from 9 companies listed on the Indonesia Stock Exchange (IDX) in the period 2020 to 2022.

The analysis method used is multiple linear regression by utilizing secondary time series data. The results of the analysis show that Gross Profit Margin (GPM), Return on Equity (ROE), Debt to Equity Ratio (DER), and inflation rate simultaneously have a significant effect on health sector stock returns. In addition, the results of this study also found that ROE, DER, and inflation have a significant effect on stock returns partially.

Based on the analysis of internal factors oriented to the results of multiple linear regression tests, and analysis of external factors, mapping is carried out on the SWOT quadrant to group strategy recommendations. The results of mapping and validation with experts resulted in seven strategy recommendations grouped based on improving financial performance, improving marketing performance, optimizing technology and social movement efficiency.

Keywords: Profitability Ratio, Solvency Ratio, Inflation, Stock Return, SWOT Analysis