

**"INFLUENCE OF RETURN ON INVESTMENT (ROI) AND  
NET PROFIT MARGIN (NPM) RETURN OF SHARES TO  
COMPANY LQ - 45 LISTED IN PT. INDONESIA STOCK  
EXCHANGE. "**

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**ABSTRAK**

The financial statements used as a basis for decision making by investors. From the company's financial statements can be obtained information about the performance, the company's cash flow and other information relating to the referred profitability, is used as one consideration in predicting the return earned by investors.

This study wanted to determine the effect of several financial ratios that are in profitability information on stock returns. Profitability information is used to predict the return of Return On Investment (ROI) and Net Profit Margin (NPM).

The sample used in this study is the company LQ - 45 and went public finance in Indonesia Stock Exchange. Sampling methods by using purposive sampling and obtained a sample of 24 companies that existed at LQ - 45. Year observation period from 2008 to 2009.

**Keywords : Profitability, *Return On Investment (ROI)* and *Net Profit Margin (NPM)*.**