

ABSTRACT

The aim of this research to find empirical evidence of the influence of financial performance and social performance on stock return. The social performance was measured by CSR disclosure and the financial performance was measured with return on assets (ROA) and earning per share (EPS).

The population in this research is processing industries and manufacturing companies listed on Indonesia Stock exchange (BEI) period 2007 to 2009. The samples was selected with purposive based completed of annual report company by the number of samples 60 companies. Stock return was measured based on stockprice March and April. Analysis of the data used multiple linear regression.

The result of Adjusted R square was 0,037 and test result F was 1,746 showed that CSR disclosure, ROA and EPS had not effect to stock returns simultaneously. The based on results of t test with a standard coefficient 0,285, significant 0,046 showed that earning per share had partial effect on stock returns. Result of this study reflects that investor very heavily information about earning per share of a company to take investment decisions.

Keyword : CSR disclosure, ROA, EPS, stock return



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