ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *market risk premium* terhadap *return* saham pada sub sektor *food and beverage* pada pasar modal Indonesia periode 2019-2020. Sampel penelitian yang digunakan adalah saham *food and beverage* yang aktif diperdagangkan di Bursa Efek Indonesia selama periode penelitian, serta 5 perusahaan yang memiliki *market capital* di sub sektor *food and beverage*. Teknik analisis data dalam penelitian ini menggunakan metode *Capital Asset Pricing Model*. Penelitian ini dilakukan dengan tujuan untuk mencari gambaran mengenai pengaruh *market risk premium* terhadap *return* saham. Berdasarkan penelitian yang dilakukan terbukti bahwa *market risk premium* dengan kondisi sebelum dan saat pandemi berpengaruh terhadap *return* saham sub sektor *food and beverage* dengan nilai prob F dan Prob t sebesar 0,000.

Kata kunci : CAPM, *food and beverage, market risk premium*

ABSTRACT

This study aims to determine the effect of the market risk premium on stock returns in the food and beverage sub-sector in the Indonesian capital market for the 2019-2021 period. The research sample used is food and beverage stocks that are actively traded on the Indonesia Stock Exchange during the study period, as well as 5 companies that have market capital in the food and beverage sub-sector. The data analysis technique in this study uses the Capital Asset Pricing Model method. This research was conducted with the aim of finding an overview of the effect of the market risk premium on stock returns. Based on the research conducted, it is proven that the market risk premium with conditions before and during the pandemic has an effect on stock returns of the food and beverage sub-sector with prob F and Prob t values of 0.000.

Keywords   : CAPM, food and beverage, market risk premium