

ABSTRACT

This research aims to analyze the influence dividend policy in the proxy with Dividend Payout Ratio (DPR), financial leverage in the proxy with Debt to Equity Ratio (DER) and profitability are proxied by Return On Assets (ROA) and Return On Equity (ROE) on Stock Return of manufacturing companies listed on the Indonesia Stock Exchange the period 2009 - 2013. Stock return is one of the motivations of investors in investing in the capital market. There are many factors that affect stock return both macroeconomic and microeconomic. In its efforts to acquire and maximize the return received by investors need to analyze the stock. Ratio analysis is one of the analysis used by investors to analyze a company's stock performance. This research uses quantitative methods. The sampling technique using purposive sampling method and selected in accordance with predefined criteria. In order to obtain a sample of 30 manufacturing companies a population of 129 manufacturing companies incorporated in Indonesia Stock Exchange period 2009 - 2013. The data used in this research is financial statement data and sources used to obtain these data, namely Indonesian Capital Market Directory (ICMD) obtained from the Pojok Bursa Mercu Buana University. Data analysis model used is multiple linear regression by considering normality test and classical assumption that multikolinieritas, autocorrelation and heterokedastisitas. From the analysis of the research results as follows, in partial DPR significant effect on stock return, it is aimed with a significance value of 0,047 ($0,047 < 0,05$). DER no significant effect on stock return, as shown by the significance value of 0,062 ($0,062 > 0,05$). ROA significant effect on stock return, as shown by the significance value of 0,038 ($0,038 < 0,05$). ROE significant effect on stock return, as shown by the significance value of 0,037 ($0,037 < 0,05$). While simultaneously variable DPR, DER, ROA and ROE are together - equally significant effect on stock return, it is proved with a significance value of 0,024 ($0,024 < 0,05$). With the result that DPR, DER, ROA and ROE can be used together in making decisions on investments in the shares of manufacturing companies in Indonesia Stock Exchange during the research period.

Keywords: Dividend Payout Ratio, Debt to Equity Ratio, Return on Assets, Return on Equity, and Stock Return.