ABSTRACT

In recent years the business experienced a remarkable development. Business growth is accompanied by an increase in the ability and willingness of investors to invest. The stock market is a long term investment alternative for businesses and as an investment medium for investors. Before placing investments in a company, the investor will do the analysis and prediction of the financial condition of the company through the financial statements that can be viewed from revenues, cash flow and total gross profit of a company. This study aims to examine and obtain empirical evidence about the effect of changes in income, total cash flow, and gross profit effect on stock prices on companies listed on the Stock Exchange in 2009-2011.

This research was conducted at the Indonesian Stock Exchange, the object of study is a manufacturing company’s financial statements listed in the Stock Exchange in 2009-2011. The number of data population of 156 with a sample of 136 companies. The variables analyzed were changes in income, total cash flow, and gross profit as the independent variable (X) and the stock price as the dependent variable (Y). The data used in this study is the quantitative data obtained by finding the data on the Stock Exchange. Methods pegumpulan sample in this study was purposive sampling, data analysis technique used is the classical assumption, further processed using regression, and hypothesis testing which includes the coefficient of determination (R2), the statistical test F and test t statistic.

The results of this study showed that changes in income has a positive effect on stock prices, the total change in cash flow positive effect on stock prices, changes in gross profit has a positive effect on stock prices. For further research is recommended to use more samples, ie by taking all yam companies listed in Indonesia Stock Exchange so that research results can be generalized to all kinds of industries, as well as adding variables such as: Debt, Equity and Net Income.

Keyword: Change in revenue, Total cash Flow, Gross Profit, and Stock Price.

#Alamat Korespondensi: yuriamendra@ymail.com