Stock Return and Factors Influencing Study on Consumer Goods Industry Sector Companies Listed on the Indonesia Stock Exchange in 2020-2023

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Introduction: Stocks are popular investment vehicles due to their potential for significant financial gains, but capitalizing on them requires accurately measuring stock returns to gauge performance and inform future decisions. This study focuses on the consumer goods sub-sector of the Indonesia Stock Exchange, which offers promising long-term prospects driven by the region's growing population. As the stable demand for essential household and health products allows companies to maximize output and profits, they are better positioned to increase shareholder dividends, making this sector an attractive option for sustainable investment.

Methodology: This study employed the non-participant observation method, allowing the researcher to function as an independent observer. Data was collected by recording and analyzing descriptions from books, theses, articles, and financial reports accessed via the BEI website.

Result: The study results indicate that Current Ratio (CR), Total Asset Turnover (TATO), Return on Asset (ROA), and Earning Per Share (EPS) positively affect stock returns, while Debt to Equity Ratio (DER) has a negative impact.

Conclusion: For Consumer Goods companies listed on the Indonesia Stock Exchange from 2020 to 2023, the Current Ratio (CR), Total Asset Turnover (TATO), Return On Asset (ROA), and Earnings Per Share (EPS) positively affected stock returns. Conversely, the Debt-To-Equity Ratio (DER) had a negative impact on returns within this sector.

Practical Value: The results of this study are expected to provide additional information that can be used as a reference in stock return research. The results of this study are expected to be useful for companies, especially consumer goods companies listed on the Indonesia Stock Exchange, to increase their shares.

Direction for Future Research: Future research should extend the observation period to five years to better assess long-term company conditions and the financial ratios influencing stock returns. Additionally, while this study relied exclusively on IDX data, subsequent inquiries should also incorporate financial reports obtained directly from company websites.

Keywords: *stock return, current ratio (CR), total asset turnover (TATO), return on assets (ROA), earning per share (EPS), debt to equity ratio (DER)*

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