ABSTRACT


Advisor: Fitriyah, S.Sos., MM.

Keywords: Liquidity, Return, Abnormal Return, Trading Volume Activity Shares, Dividend.

Dividend is a form of public information in the capital market is regarded as a signal of the company to demonstrate the performance and future prospects of the company. For companies that have gone public dividend payments is a way to provide compensation in the form of financial assets (financial assets) to the shareholders of the company. The purpose of this study was to determine whether significant differences in the current ratio, quick ratio, return, abnormal return and trading volume before and after the announcement of stock dividends.

In a study using purposive sampling in quantitative methods for sampling, and using indicators Liquidity, Return, Return and Abnormal Stock Trading Volume, and through testing paired samples T-test a computerized system assisted program SPSS version 16 for windows.

The results show that overall there are significant differences in the current ratio, quick ratio, return, abnormal return and trading volume activity before and after the announcement of stock dividends in the years 2010-2011. In this study we can conclude that the dividend announcements have information content that resulted in the market reacted to the announcement of dividends so that investors can determine the decision to invest. While in 2009 the results of the study as a whole there is no significant difference because it is affected by the global crisis in America in 2008, this show is that it contains information that can provide a strong and positive signal to investors to make an investment decision so that the investor does not respond to the dividend announcement issued by the company.