

## **ABSTRACT**

### **ANALYSIS OF ITS CHARACTERISTICS AND CHARACTERISTICS OF ABNORMAL RETURN TO SHARE OWNERSHIP IN COMPANIES DOING IPO (Initial Public Offering) IN BEI (INDONESIA STOCK EXCHANGE)**

**(Studies in Non-Financial Companies Listed in Indonesia Stock Exchange)**

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This study aims to determine whether there is influence of Return On Equity , Firm Size , Age Company , Managerial Shareholding ( mown ) and Institutional Shares of ownership ( INST ) Abnormal Return on non-financial companies listed on the Indonesia Stock Exchange in the year 2007 to 2010 . Based on the analysis and discussion that has been done , it can be inferred multiple variables ( firm characteristics ) , Return on Equity , Firm Size , Age Company , and variable ( stock ownership karakteristik ) managerial stock ownership and institutional stock ownership have an influence on the company's Abnormal Return the feasibility of an IPO and the model , the variable characteristics of Institutional Shareholding company ' ie having an influence on the company' Abnormal Return an IPO , while the other company characteristics variables namely ( Return On Equity , firm Size and Age company ) and Managerial Stock Ownership characteristics variable ) not have a significant effect on the Abnormal Return on Integration that an IPO need to consider and weigh the amount of the company's assets into firm size ( firm size ) as the factors that influence so important to the success of the IPO.

Keywords: Return on Equity ROE, Firm Size, age of firm, Managerial Shareholding (mown) and Institutional Shares Ownership (INST) and Abnormal Return (AR).