

ABSTRACT

"TRADING PERFORMANCE ANALYSIS AND THE INFLUENCE ON GLAMORITY OF LQ 45 SHARES IN BEI"

The economy is getting better characterized by the emergence of various types of companies. Each company competing with each other with similar companies to win the market and consumers. Besides competition also occurs in the Stock Market. Competition is not only the case with similar companies but with a wide range of companies from different industries. Competition is done to attract investors to buy the shares held by the issuers listed on the Stock Exchange. Stocks that became a favorite or preferred by many consumers would have a high price or glamorous. Glamority of stock is determined by the magnitude of its PER value. The higher PER value, the more expensive or glamorous shares. Stocks are one of the favorite stocks belonging to the LQ 45. LQ 45 shares worth categorized as glamour stocks because it has a high PER values. Therefore, many companies are competing to be listed as the favorite stocks that become part of the LQ 45.

This study aims to determine the trading performance analysis and the influence on glamority of LQ 45 shares in Indonesia Stock Exchange. The hypothesis of this study is that there is a positive effect on the trading performance to glamority of LQ 45 shares in Indonesia Stock Exchange.

The results of this study indicate that the stock price, trading volume, and stocks Return of LQ 45 no positive effect on glamority of LQ 45 shares in Indonesia Stock Exchange.

Keywords: LQ 45 Shares, Trading Performance, Stock Price, Stock Trading Volume, Stocks Return, glamority of LQ 45 Shares.