

## ABSTRAK

Penelitian ini bertujuan untuk meneliti bagaimana pengaruh *Investment Opportunity Sets* (IOS) dan kandungan informasi *Stock Split* perusahaan terhadap Efek Intra Industri. Secara khusus, penelitian ini menganalisis pengaruh dari harga saham *stock split* dengan saham biasa, ukuran perusahaan, terhadap pertumbuhan perusahaan.

Sampel dalam penelitian ini terdiri atas 58 perusahaan yang mengumumkan *stock split* dan saham biasa yang diterbitkan oleh semua perusahaan yang terdaftar di BEI selama periode 2004-2011. Penelitian ini menggunakan model analisis *regresi linear berganda*, pengujian F, pengujian *One Sample t-test*, dan uji T untuk menguji pengaruh dari *Investment Opportunity Sets* perusahaan terhadap efek intra industri.

Hasil penelitian ini mengindikasikan bahwa *Investment Opportunity Sets* berpengaruh positif dan signifikan terhadap pertumbuhan perusahaan dan efek intra industri. Penelitian ini tidak berhasil membuktikan bahwa *Investment Opportunity Sets* berpengaruh secara signifikan terhadap pertumbuhan perusahaan dan efek intra industri.

Kata kunci: *Investment Opportunity Sets*, IOS, Efek intra industry

## **ABSTRACT**

This research aims to investigate the influence of Investment Opportunity Sets (IOS) and the information content of stock split of the company's Securities and intra industry effects. Specifically, this research investigated the effect of stock split prices with common stock, firm size, and firmgrowth..

The sample in this research consisted of 58 companies that announced a stock split and common stock issued by all companies listed on the Stock Exchange during the period 2004-2011. This research uses multiple linear regression analysis model, F test, One Samples t-test and T test to analysis the effects of the Investment Opportunity Sets to the of intra-industry companies effects.

The results of this research indicate that the Investment Opportunity Sets is positive and significant on the growth of intra-corporate and securities industries effects. This research failed to prove that the Investment Opportunity Sets significantly influence the growth of intra-corporate and securities industries.

**Keywords:** Investment Opportunity Sets, IOS, intra-industry effect