

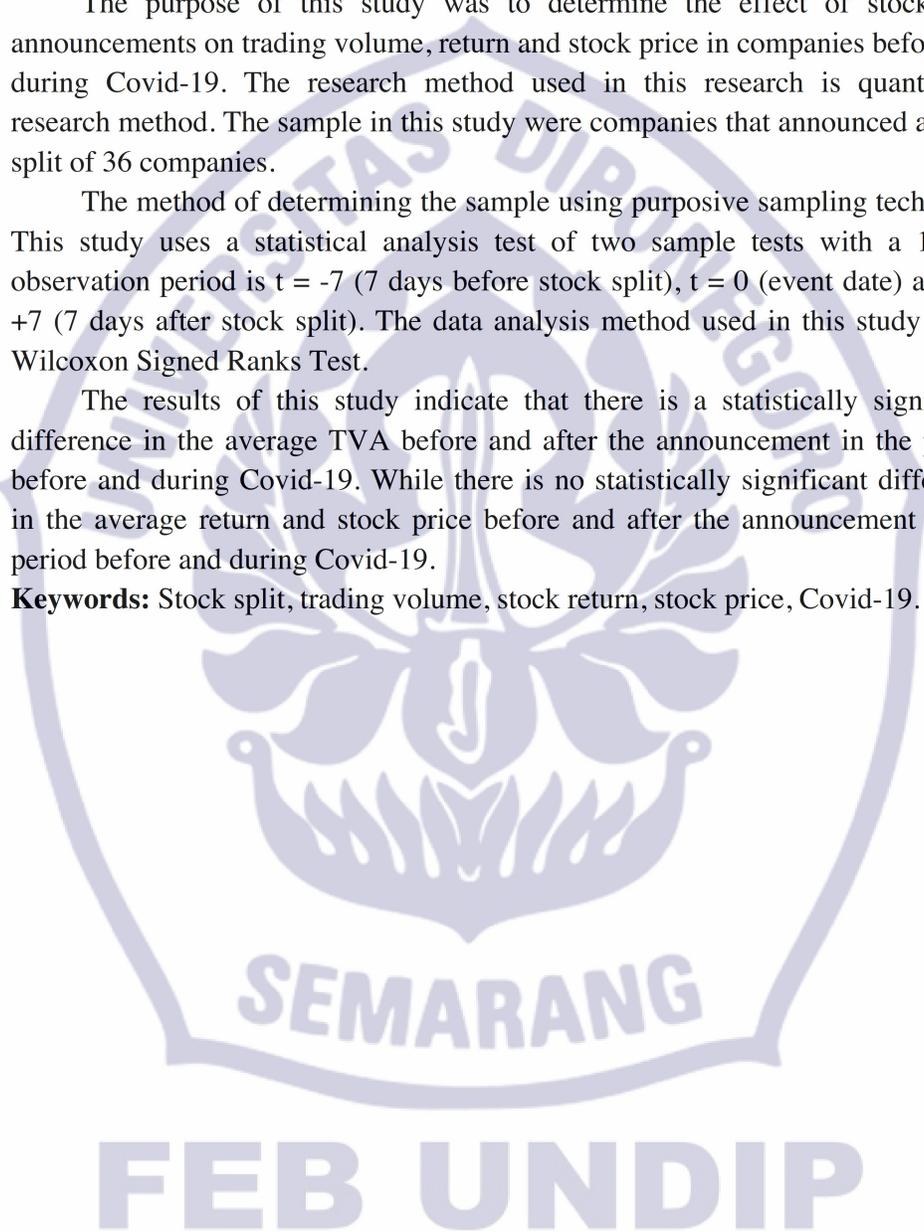
ABSTRACT

The purpose of this study was to determine the effect of stock split announcements on trading volume, return and stock price in companies before and during Covid-19. The research method used in this research is quantitative research method. The sample in this study were companies that announced a stock split of 36 companies.

The method of determining the sample using purposive sampling technique. This study uses a statistical analysis test of two sample tests with a 15-day observation period is $t = -7$ (7 days before stock split), $t = 0$ (event date) and $t = +7$ (7 days after stock split). The data analysis method used in this study is the Wilcoxon Signed Ranks Test.

The results of this study indicate that there is a statistically significant difference in the average TVA before and after the announcement in the period before and during Covid-19. While there is no statistically significant difference in the average return and stock price before and after the announcement in the period before and during Covid-19.

Keywords: Stock split, trading volume, stock return, stock price, Covid-19.



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