



ABSTRAK

**REAKSI PASAR TERHADAP SERATUS HARI PEMERINTAHAN
PRESIDEN SUSILO BAMBANG YUDHOYONO**

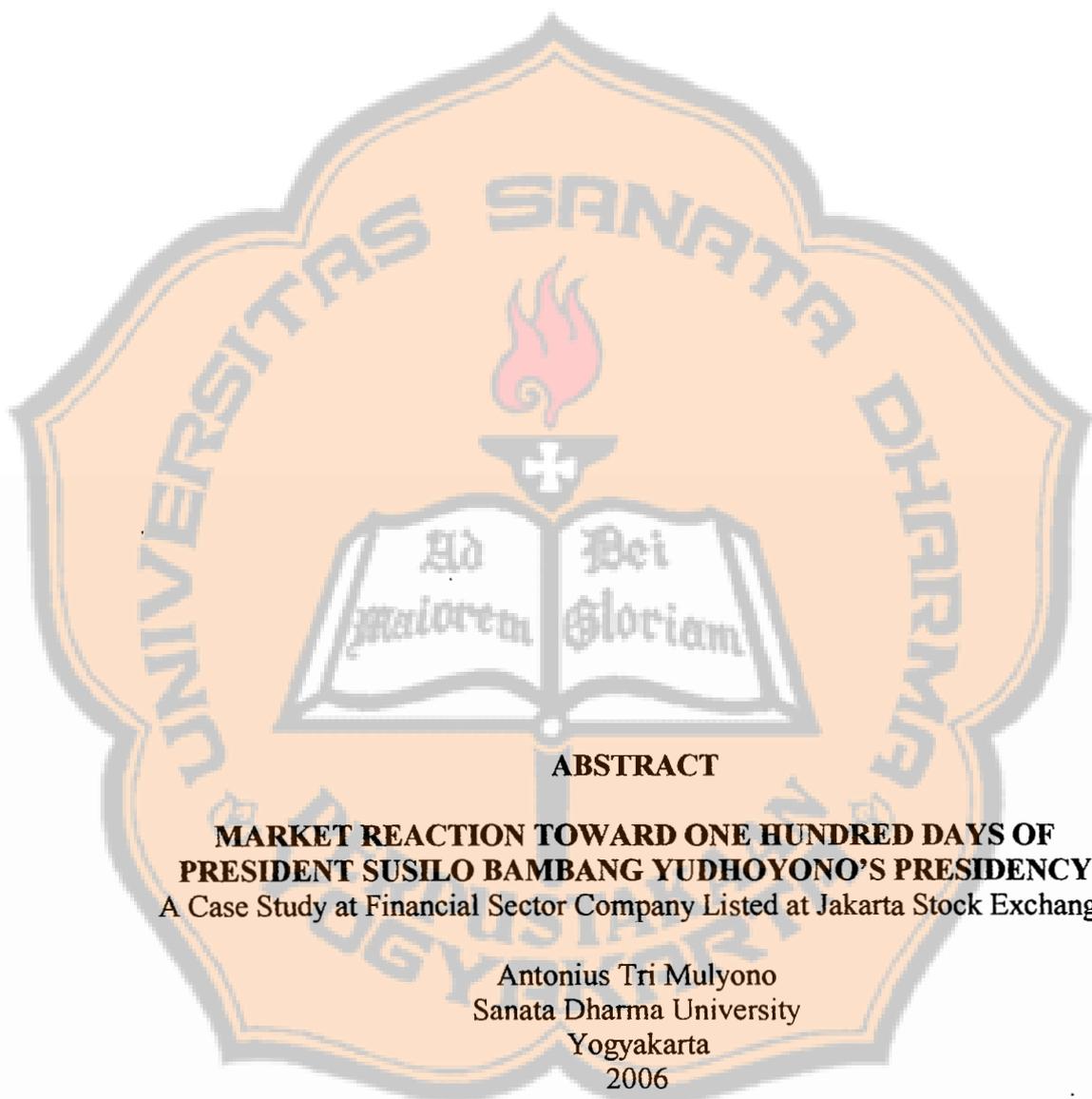
Studi Kasus Pada Perusahaan Sektor Keuangan Yang Terdaftar
di Bursa Efek Jakarta

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Penelitian ini bertujuan untuk mengetahui bagaimana reaksi pasar terhadap seratus hari pemerintahan Presiden Susilo Bambang Yudhoyono. Penelitian ini merupakan studi peristiwa seratus hari pemerintahan Susilo Bambang Yudhoyono.

Jenis data penelitian ini adalah data sekunder yaitu harga penutupan saham harian sektor keuangan. Populasi penelitian ini adalah semua perusahaan yang terdaftar di Bursa Efek Jakarta yang berjumlah 338 perusahaan. Sampel penelitian berjumlah 57 perusahaan. Teknik analisis data menggunakan uji t.

Hasil penelitian ini menunjukkan bahwa: (1) ada reaksi pasar terhadap seratus hari pemerintahan Presiden Susilo Bambang Yudhoyono sebelum dimulainya program seratus hari (rata-rata *abnormal return* yang signifikan



ABSTRACT

MARKET REACTION TOWARD ONE HUNDRED DAYS OF PRESIDENT SUSILO BAMBANG YUDHOYONO'S PRESIDENCY A Case Study at Financial Sector Company Listed at Jakarta Stock Exchange

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The purpose of the research is to find out market reaction toward one hundred days of President Susilo Bambang Yudhoyono's Presidency. This research is a kind of a case study at chief event of President Susilo Bambang Yudhoyono's Presidency.

The data of these research is secondary data namely the closing price of daily share at financial sector. The population of these research is 338 companies. Those companies listed at Jakarta Stock Exchange. Samples of this research are 57 companies. T-test is applied to analyze the data.

The result of this research shows that : 1) there is market reaction toward one hundred days of President Susilo Bambang Yudhoyono's Presidency before the program of one hundred days started (the average significant abnormal return happened at the 19th, 12th, 10th, 8th, 7th, 6th) and at the end of 100th day; 2) there is no market reaction toward one hundred days of President Susilo Bambang Yudhoyono's Presidency (the average abnormal return which is not significant