ABSTRAK

ANALISIS PERBEDAAN RETURN SAHAM DAN VOLUME PERDAGANGAN SAHAM PERUSAHAAN PARIWISATA DAN PERHOTELAN, SEBELUM DAN SETELAH PENGUMUMAN KEDARURATAN COVID-19 DI INDONESIA

(Studi Kasus Pada Industri Pariwisata dan Perhotelan yang terdaftar di Bursa Efek Indonesia)

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Penelitian ini bertujuan untuk mengetahui ada tidaknya perbedaan antara *return* saham dan volume perdagangan saham sebelum dan setelah pengumuman kasus pertama Covid-19 pada 2 Maret 2020 di perusahaan pariwisata dan perhotelan yang terdaftar di Bursa Efek Indonesia. Data diperoleh dari situs web www.finance.yahoo.com dengan sampel 11 perusahaan. Periode observasi dalam penelitian ini adalah 60 hari yaitu 30 hari sebelum pengumuman Covid-19 dan 30 hari setelah penguman Covid-19 dari tanggal 20 Januari hingga 16 April 2020. Metode dalam penelitian ini adalah studi banding. Data dianalisis melalui *Wilcoxon Signed Rank Test* untuk mengukur *return* saham dan volume perdagangan saham. Hasil penelitian menunjukkan *return* saham terdapat perbedaan sebelum dan setelah pengumuman kasus pertama Covid-19, dimana signifikan nilai variabelnya adalah 0,005478 <0,05, maka hipotesis pertama (H_1) diterima dan H_0 ditolak. Sedangkan, volume perdagangan saham terdapat perbedaan sebelum dan setelah pengumuman kasus pertama Covid-19, dimana signifikan nilai variabelnya adalah 0,000282 < 0,05, maka hipotesis kedua (H_2) diterima dan H_0 ditolak. Keterbatasan penelitian ini hanya mengamati satu objek penelitian. Selain itu, hanya membandingkan dua variabel. Kontribusi dalam perusahaan dapat melakukan inovasi teknologi dalam pengembangan strategi dalam pemasaran dengan cara digital dalam pandemi Covid-19.

Kata Kunci: Return Saham, Volume Perdagangan Saham, Perusahaan pariwisata, Perhotelan, Covid-19

ABSTRACT

DIFFERENCES ANALYSIS OF SHARE RETURN AND TRADE VOLUME OF TOURISM AND HOSPITAL COMPANIES, BEFORE AND AFTER THE ANNOUNCEMENT OF A COVID-19 EMERGENCY IN INDONESIA

(Case Study on the Tourism and Hospitality Industry listed on the Indonesia Stock Exchange)

By

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This study aims to determine whether there is a difference between stock returns and stock trading volume before and after the announcement of the first Covid-19 case on March 2, 2020 in tourism and hospitality companies listed on the Indonesia Stock Exchange. The data were obtained from the website www.finance.yahoo.com with a sample of 11 companies. The observation period in this study was 60 days, namely 30 days before the announcement of Covid-19 and 30 days after the announcement of Covid-19 from 20 January to 16 April 2020. The method in this study was a comparative study. Data were analyzed using the Wilcoxon Signed Rank Test to measure stock returns and stock trading volume. The results showed that there was a difference in stock returns before and after the announcement of the first Covid-19 case, where the significant value of the variable was 0.005478 <0.05, so the first hypothesis (H1) was accepted and H0 was rejected. Meanwhile, there is a difference in stock trading volume before and after the announcement of the first Covid-19 case, where the significant value of the variable is 0.000282 <0.05, then the second hypothesis (H2) is accepted and H0 is rejected. The limitation of this research is only observing one research object. Apart from that, it only compares the two variables. Contributions within companies can make technological innovations in developing strategies in digital marketing in the Covid-19 pandemic.

Keywords: Stock Return, Stock Trading Volume, Tourism Company, Hospitality, Covid-19