ABSTRACT

*Aaron Wijaya / 24150512/2019 / Monday Effect Analysis of Stock Returns, Trade Volume and Negative Return Opportunities and Possible Positive Return Opportunities in the LQ 45 Sector in the Indonesia Stock Exchange Period 2017 / Advisor: Dr. Said Kelana Asnawi, M.M.*

*Investors have a tendency to dislike Monday as the first week of work that affects the mood of investors in trading stock activities. This is what causes investors to suffer losses on Monday,*

*The Monday Efect phenomenon states that returns on Monday tend to produce negative returns, while positive returns occur in days other than Monday. The Monday effect occurs because it is influenced by an irrational pattern of investor behavior in trading on Monday.*

*This study will use company data registered in the LQ 45 index on the Indonesia Stock Exchange in 2017. The LQ45 index is one of the stock indices in the Indonesia Stock Exchange that calculates an average index of 45 stocks that meet the criteria of the largest market capitalization and has a level high trading value liquidity.*

*The results of the research are the possibility to get a negative return on each day is quite small, which is below 30%, meaning the possibility of getting a profit is greater than the loss. It can be concluded that in the LQ 45 sector there is a great opportunity to gain profits.*

*There is the lowest return effect on Monday (Monday Effect), but the lowest average return on Tuesday (Tuesday Effect) as in this study in the Indonesia Stock Exchange LQ 45 index. There is also a greater chance of positive return compared to the negative return opportunity in the LQ 45 sector*

*Key Word :* Monday Effect,LQ 45