ANALIZYING THE IMPACT OF RUPIAH EXCHANGE RATE AND GOLD PRICE ON STOCK RETURN IN BANK SECTOR: STOCK PRICE VOLATILITY AS A MEDIATOR (2013 - 2023)

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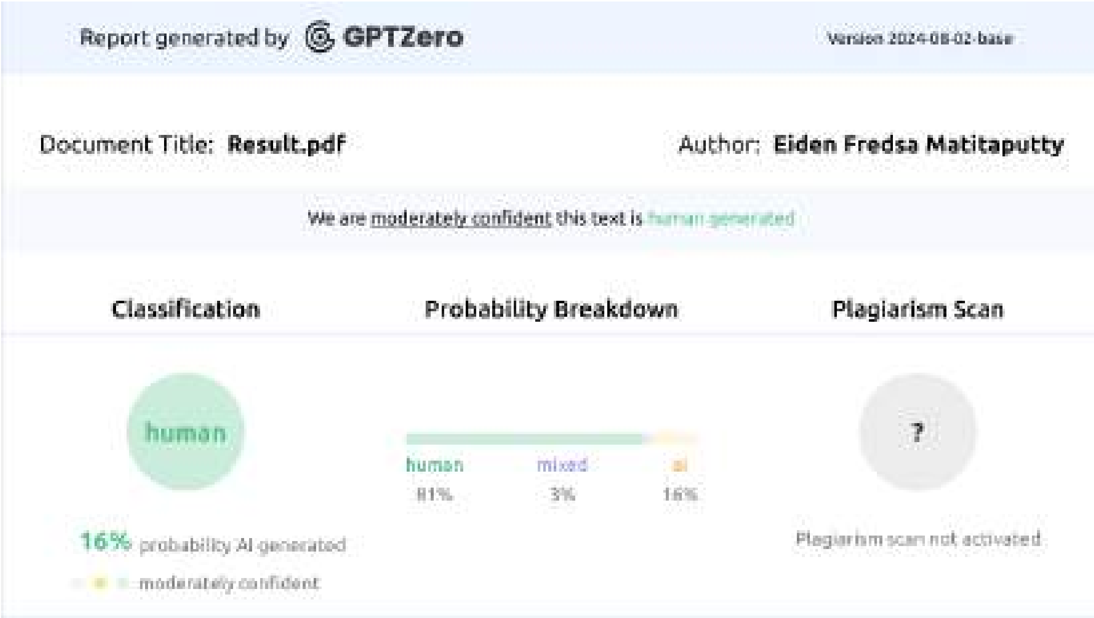

ABSTRACT

This study aims to determine the Impact of Rupiah Exchange Rate (USD, EUR, CYN) and Gold Price on Stock Returns in bank sector: Stock Price Volatility as a Mediator (2013 - 2023). The analysis techniques used in this research are multiple linear regression analysis and moderation regression analysis using Eviews12. The results of multiple linear regression analysis research show that The exchange rate and gold prices do not significantly affect Indonesian banking stock returns individually, but their combined impact is significant. The exchange rate and gold price influence Indonesian banking stock returns, with stock price volatility acting as a mediator for the exchange rate's impact.

Keywords: *Exchange rate, Gold price, Stock price volatility, Bank stock return*

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