

**Analisis Komparatif *Abnormal Return*, *Cummulative Abnormal Return* dan *Trading Volume Activity* : *Event Study* Vaksin Booster**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui perbedaan *abnormal return*, *cummulative abnormal return* dan *trading volume activity* sebelum dan sesudah vaksin *booster*. Populasi dalam penelitian ini perusahaan sub sektor farmasi, transportasi, *consumer service* yang terdaftar di Bursa Efek Indonesia periode Oktober 2021-Januari 2022. Metode pengambilan sampel yang digunakan *sampling jenuh* dan diperoleh 66 perusahaan yang terdiri dari 11 perusahaan sub sektor farmasi, 11 perusahaan sub sektor transportasi, serta 44 perusahaan sub sektor *consumer service*. Metode yang digunakan *event study*. Pengujian hipotesis yang dilakukan menggunakan uji *Wilcoxon signed ranked test*. Hasil Penelitian menunjukkan bahwa terdapat perbedaan rata-rata *abnormal return* perusahaan subsektor farmasi, *trading volume activity* subsektor farmasi dan transportasi sebelum dan setelah pengumuman vaksin *booster*. Sedangkan tidak terdapat perbedaan *abnormal return* perusahaan subsektor transportasi dan subsektor *consumer service*, *cummulative abnormal return* subsektor farmasi, transportasi, *consumer service*, *trading volume activity* subsektor *consumer service* sebelum dan sesudah peristiwa vaksin *booster*.

**Kata Kunci:** *Event study*, *Vaksin booster*, *Abnormal return*, *Cummulative abnormal return* dan *Trading volume activity*.

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**ABSTRACT**

*This study aims to determine the difference in abnormal return, cummulative abnormal return and trading volume activity before and after the booster vaccine. The population in this study are pharmaceutical, transportation, consumer service sub-sector companies listed on the Indonesia Stock Exchange for the period October 2021-January 2022. The sampling method used was saturated sampling and obtained 66 companies consisting of 11 pharmaceutical sub-sector companies, 11 transportation sub-sector companies, and 44 consumer service sub-sector companies. The method used is event study. Hypothesis testing is done using the Wilcoxon signed ranked test. The results showed that there were differences in the average abnormal return of pharmaceutical subsector companies, trading volume activity of pharmaceutical and transportation subsectors before and after the announcement of the booster vaccine. While there is no difference in the abnormal return of the transportation subsector and consumer service subsector companies, cummulative abnormal return of the pharmaceutical, transportation, consumer service subsectors, trading volume activity of the consumer service subsector before and after the booster vaccine event.*

***Keywords: Event study, booster vaccine, abnormal return, cummulative abnormal return and trading volume activity.***