

ABSTRAK

Pelaporan keuangan yang sering dapat bermanfaat bagi investor, namun juga dapat merugikan investor. Frekuensi pelaporan yang sering juga menyebabkan tindakan *myopic* oleh manajer dan memicu reaksi pasar. Tujuan penelitian ini adalah menguji pengaruh frekuensi pelaporan keuangan, miopia manajerial dan reaksi pasar saham di Indonesia dengan menambahkan variabel kontrol profitabilitas, ukuran perusahaan, *market to book value* dan *leverage*. Populasi penelitian ini adalah perusahaan yang sudah *going public* di Indonesia selama 2018-2019. Teknik pengambilan sampel menggunakan *purposive sampling* dan diperoleh sampel akhir sebanyak 61 sampel perusahaan. Melalui teknik analisis regresi berganda diperoleh hanya satu hipotesis yang terdukung yaitu miopia manajerial berpengaruh terhadap reaksi pasar. Penelitian ini mendukung penelitian Lundstrum (2002), dan Giggler *et al.* (2014).

Kata kunci: Frekuensi Pelaporan Keuangan, Miopia Manajerial, Reaksi Pasar, *Event Study*.

ABSTRACT

Frequent financial reporting can be beneficial for investors, but it can also be detrimental to investors. The frequent reporting frequency also leads to myopic actions by managers and triggers market reactions. The purpose of this study was to examine the effect of financial reporting frequency, managerial myopia and stock market reactions in Indonesia by adding control variables to profitability, firm size, market to book value and leverage. The population of this study are companies that have gone public in Indonesia during 2018-2019. The sampling technique used purposive sampling and obtained a final sample of 61 sample companies. Through multiple regression analysis techniques, it was found that only one hypothesis was supported, namely managerial myopia had an effect on market reactions. This study supports the research of Lundstrum (2002), and Giggler et al. (2014).

Keywords: *Frequency of financial reporting, managerial myopia, market reaction, event study.*