

## ***ABSTRACT***

*This study aims to determine the effect of product market competition and financial performance on stock returns and moderation of company size in technology sector companies listed on the Indonesia Stock Exchange in 2019-2023. The method used in this study is descriptive and verification analysis, the sampling technique used is purposive sampling with a sample size of 11 companies from a population of 47 companies. The data analysis method used is panel data regression, hypothesis testing, moderated regression analysis and coefficient of determination using Eviews 13 software. The results of the study with the method used show that simultaneously product market competition and financial performance have a significant effect on stock returns. However, the results of the data analysis show that partially product market competition has a positive and significant effect on stock returns with an effect of 16.38%. Conversely, financial performance does not have a significant effect on stock returns. Company size can moderate the effect of product market competition, and financial performance on stock returns.*

*Keywords: Product Market Competition, Financial Performance, Stock Returns, Company Size.*