Information and communication technology (ICT) has a big role in the stock market activity. ICT is a tool to the investors to analyze and do investment transaction.

The objective of this research is to analysis book to market, debt to equity ratio, and equity risk premium variable that are estimated have a relationship and influence to stock return.

Book to market, debt to equity ratio, and equity risk premium are obtained by calculating financial data. The financial data is gathered from seven companies in pharmaceutical industry during 2001-2008 periods.

The result shows that book to market value, debt to equity, and equity risk premium in pharmaceutical industry have a relationship to stock return. Book to market value, debt to equity and equity risk premium together in several companies have a significant influence to stock return.

Keywords: Book to Market, Debt to Equity Ratio, Equity Risk Premium, Return, Pharmaceutical