INFLATION STORM BECOME THE scourge of the PROPERTY INDUSTRY: Declining Purchasing Power And Withholding Money

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Abstract
High inflation will result in a decrease in people's purchasing power and an increase in interest rates. The size of the inflation rate will affect interest rates and the company's financial performance, especially in terms of profitability. Inflation that is too high will reduce the profitability of the company and vice versa. The greater the value of profitability means that the better the company uses its assets to make a profit. This makes investors interested in buying company shares and has an impact on increasing stock prices and is followed by a high rate of return on stock returns
Keywords: National economic stability, Purchasing power, Retaining money, Price increases, Impact of Globalization

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