

## ABSTRAK

**PENGARUH *MARKET VALUE ADDED*,  
DAN *ECONOMIC VALUE ADDED*  
TERHADAP *RETURN SAHAM*  
(Survei pada Perusahaan yang terdaftar di Indeks LQ45 Periode 2017-2021)**

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Penelitian ini bertujuan untuk mengetahui kondisi *Market Value Added* dan *Economic Value Added*, pengaruh *Market Value Added* dan *Economic* terhadap *Return Saham* secara parsial dan pengaruh *Market Value Added* dan *Economic* terhadap *Return Saham* secara simultan pada Perusahaan yang terdaftar di Indeks LQ45 Periode 2017-2021. Populasi dalam penelitian ini adalah Perusahaan yang terdaftar di Indeks LQ45 Periode 2017-2021. Metode pengambilan sampel menggunakan teknik *purposive sampling* dengan beberapa kriteria sehingga diperoleh sampel final sebanyak dua puluh satu (21) perusahaan dengan periode tahun 2017-2021 sebagai sampel. Metode penelitian dalam penelitian ini menggunakan analisis deskriptif dengan pendekatan kuantitatif dan menggunakan data sekunder. Teknik analisis data yang digunakan adalah analisis regresi data panel dengan alat bantu *software Eviews 12*. Hasil penelitian ini menunjukkan bahwa *Market Value Added cenderung mengalami penurunan, Economic Value Added dan Return Saham* berfluktuasi mengalami penurunan dan kenaikan. secara parsial *Market Value Added* berpengaruh positif dan signifikan terhadap *Return Saham*, dan *Economic Value Added* berpengaruh negatif dan tidak signifikan terhadap *Return Saham*. Secara Simultan *Market Value Added* dan *Economic Value Added* berpengaruh signifikan terhadap *Return Saham*

Kata kunci: *Return Saham, Market Value Added, Economic Value Added.*

## **ABSTRACT**

### **THE EFFECT OF MARKET VALUE ADDED, AND ECONOMIC VALUE ADDED ON STOCK RETURN**

*(Survey of Companies Listed in the LQ45 Index in 2017-2021)*

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*This study aims to determine the conditions of Market Value Added and Economic Value Added, the effect of Market Value Added and Economic on Stock Returns partially and the effect of Market Value Added and Economic on Stock Returns simultaneously in companies listed on the LQ45 Index for the 2017-2021 period. The population in this study are companies listed on the LQ45 Index for the 2017-2021 period. The sampling method used a purposive sampling technique with several criteria in order to obtain a final sample of twenty one (21) companies with the 2017-2021 period as the sample. The research method in this study uses descriptive analysis with a quantitative approach and uses secondary data. The data analysis technique used is panel data regression analysis with Eviews 12 software tools. The results of this study indicate that Market Value Added tends to decrease, Economic Value Added and Stock Returns fluctuate experiencing decreases and increases. partially Market Value Added has a positive and significant effect on Stock Returns, and Economic Value Added has a negative and insignificant effect on Stock Returns. Simultaneously Market Value Added and Economic Value Added have a significant effect on Stock Returns.*

*Keywords: Stock Return, Market Value Added, Economic Value Added.*