

ABSTRACT

**THE EFFECT OF ECONOMIC VALUE ADDED DAN MARKET VALUE
ADDED ON STOCK PRICE OF PT ADARO ENERGY TBK**

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The purpose of this research was to learned and analyzed the effect of Economic Value Added and Market Value Added on Stock Price in PT Adaro Energy Tbk. The data used is secondary data obtained through Economic Faculty Investments Gallery Siliwangi University. The research method used was descriptive and verification method. The analyzing tool used was multiple linear regression and determinant coefficient.

Based on result of the research, that Economic Value Added and Market Value Added positively has effect simultaneously on Stock Price. Whilst partially Economic Value Added has not effect significant on Stock Price and Market Value Added has effect significant on Stock Price.

Keywords: Economic Value Added, Market Value Added, and Stock Price.

ABSTRAK

PENGARUH *ECONOMIC VALUE ADDED* DAN *MARKET VALUE ADDED* TERHADAP HARGA SAHAM PADA PT ADARO ENERGY TBK.

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis ada atau tidaknya pengaruh antara *Economic Value Added* dan *Market Value Added* terhadap Harga Saham pada PT Adaro Energy Tbk. Data yang digunakan adalah data sekunder yang diperoleh melalui Galeri Investasi Fakultas Ekonomi Universitas Siliwangi. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Alat analisis yang digunakan adalah regresi linear berganda dan koefisien determinasi.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Economic Value Added* dan *Market Value Added* berpengaruh terhadap signifikan terhadap Harga Saham. sedangkan secara parsial *Economic Value Added* tidak berpengaruh signifikan terhadap Harga Saham. sedangkan *Market Value Added* berpengaruh signifikan terhadap Harga Saham.

Kata Kunci: *Economic Value Added*, *Market Value Added*, dan Harga Saham