

ABSTRACT

THE EFFECT OF ECONOMIC VALUE ADDED, MARKET VALUE ADDED AND GROWTH COMPANY ON FIRM VALUE PT MANDOM INDONESIA TBK.

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The purpose of this study was to examine the effect of economic value added, market value added, and growth company on firm value in PT Mandom Indonesia Tbk. The data used secondary data, with a determination of the sample using the purposive sampling method. The research method used a verification method, a quantitative approach with an explanatory research level, and a survey method. The analysis tools by using multiple linear regression.

The results showed that economic value added had a negative but not significant effect on firm value, while market value added and growth company had a positive and significant effect on firm value.

***Keywords: Economic Value Added, Market Value Added, Growth Company,
Firm Value.***