

ABSTRACT

THE EFFECT OF ECONOMIC VALUE ADDED (EVA) AND MARKET VALUE ADDED (MVA) IN STOCK RETURN AT PT SEMEN INDONESIA TBK

By:

Novi Aprilliyani

193402017

Under The Guidance of:

H. Deden Mulyana

Mohammad Soleh Soe'aidy

The purpose of this study was to know the influence of Economic Value Added (EVA) and Market Value Added (MVA) to the stock return on PT Semen Indonesia Tbk. The time period in this study is 15 (fifteen) years starting from 2007-2021. The research method used in this research are verification, explanatory research, quantitative and survey research methods. The analysis used are Multiple Linear Regression and the Coefficient of Determination.

Based on the research results, it is known that simultaneously Economic Value Added (EVA) and Market Value Added (MVA) had significant and positive effect to stock returns. While partially Economic Value Added (EVA) has no significant and negative effect on stock returns and Market Value Added (MVA) has significant and positive effect on stock returns.

Keywords: Economic Value Added (EVA), Market Value Added (MVA) and Stock Return

ABSTRAK

PENGARUH *ECONOMIC VALUE ADDED (EVA)* DAN *MARKET VALUE ADDED (MVA)* TERHADAP *RETURN SAHAM* PADA PT SEMEN INDONESIA TBK

Oleh:

Novi Aprilliyani

193402017

Di Bawah Bimbingan:

H. Deden Mulyana

Mohammad Soleh Soe'aidy

Penelitian ini bertujuan untuk menguji secara empiris pengaruh *Economic Value Added (EVA)* dan *Market Value Added (MVA)* terhadap *Return Saham* pada PT Semen Indonesia Tbk. Periode yang digunakan dalam penelitian ini adalah 15 (lima belas) tahun, yaitu mulai dari tahun 2007-2021. Metode penelitian yang digunakan pada penelitian ini adalah Verifikatif, taraf penelitian Eksplanatori, sifat penelitian Kuantitatif dan metode penelitian Survey. Analisis yang digunakan Regresi Linier Berganda dan Koefisien Determinasi.

Berdasarkan hasil penelitian diketahui bahwa secara simultan *Economic Value Added (EVA)* dan *Market Value Added (MVA)* berpengaruh signifikan terhadap *Return saham*. Sedangkan secara parsial *Economic Value Added (EVA)* tidak berpengaruh signifikan terhadap *Return saham* dan *Market Value Added (MVA)* berpengaruh signifikan terhadap *Return saham*.

Kata Kunci: *Economic Value Added (EVA)*, *Market Value Added (MVA)* dan *Return Saham*