

ABSTRAK

PENGARUH *RETURN ON EQUITY*, *MARKET VALUE ADDED* DAN *ECONOMIC VALUE ADDED* TERHADAP NILAI PERUSAHAAN PADA PT ADARO ENERGY TBK

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Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Return On Equity*, *Market Value Added*, dan *Economic Value Added* terhadap Nilai Perusahaan pada PT Adaro Energy Tbk. Metode penelitian menggunakan metode verifikatif, dan penentuan sampel menggunakan *accidental sampling* atau *convenience sampling*. Analisis rasio keuangan digunakan untuk mengukur *Return On Equity*, *Market Value Added*, dan *Economic Value Added*, sedangkan Nilai Perusahaan yang diprosikan oleh *Price to Book Value* digunakan untuk mengukur keterkaitannya dengan variabel prediktor. Dalam analisis data, penelitian ini menggunakan analisis Regresi Linear Berganda untuk mengetahui hubungan kausal antar variabel. Berdasarkan hasil penelitian diketahui bahwa *Return On Equity* berpengaruh terhadap Nilai Perusahaan, *Market Value Added* tidak berpengaruh terhadap Nilai Perusahaan, serta *Economic Value Added* berpengaruh terhadap Nilai Perusahaan PT Adaro Energy Tbk periode 2009-2023.

Kata Kunci: *Return On Equity* (ROE), *Market Value Added* (MVA), *Economic Value Added* (EVA), Nilai Perusahaan

ABSTRACT

THE EFFECT OF RETURN ON EQUITY, MARKET VALUE ADDED AND ECONOMIC VALUE ADDED ON FIRM VALUE AT PT ADARO ENERGY TBK

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The objective of this research is to determine the effect of Return on Equity (ROE), Market Value Added (MVA), and Economic Value Added (EVA) on Firm Value at PT Adaro Energy Tbk. This research employs a verificative method, with sample selection using accidental sampling or convenience sampling. Financial ratio analysis is used to measure Return on Equity, Market Value Added, and Economic Value Added, while Firm Value is proxied by Price to Book Value to assess its relationship with the predictor variables. In data analysis, this study utilizes Multiple Linear Regression to determine the causal relationships between variables. The findings indicate that Return on Equity has a significant effect on Firm Value, Market Value Added has no effect on Firm Value, and Economic Value Added has an effect on Firm Value at PT Adaro Energy Tbk for the period 2009–2023.

Keywords: Return On Equity (ROE), Market Value Added (MVA), Economic Value Added (EVA), Firm Value