

**ABSTRACT**  
**ANALYSIS OF THE EFFECT ON EVA AND MVA SHARE PRICE**  
**LISTED COMPANIES IN MANUFACTURING IN IDX**  
**PERIOD 2008 - MARCH 2010**  
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The concept - the concept of performance measurement that is widely used today is the traditional measuring instruments, namely financial ratios including liquidity ratio (current ratio, quick ratio, cash ratio), solvency ratio (capital to assets ratio, debt to equity ratio) and profitability ratios (Return On Assets, Return On Equity). This ratio can provide important information but sometimes give a distorted picture of corporate performance (Walbert, The Economic, December 2002). The concept of EVA and MVA is a relatively new approach to assess perusahaan. Tidak performance as conventional corporate performance measures that require comparative analysis with the companies in similar industries, while the EVA and MVA can stand sendiri. Metode EVA and MVA are successfully created company is the most relevant factor in the formation of the company that eventually will affect the price saham. Skripsi examined regarding Economic Value Added (EVA) and Market Value Added (MVA) to the price of shares in companies listed on BEI. Sampel used are manufacturing companies listed on the Stock Exchange joined in LQ 45 from 2008 - March 2010. Problem in this study is whether the manufacturing company's stock price change is affected by partial or simultaneously by EVA and MVA.

The purpose of this study was to determine the influence of EVA and MVA to the stock price of listed manufacturing companies in BEI. Hipotesis in this study are (H<sub>a1</sub>) EVA affect the stock market price changes, (H<sub>a2</sub>) MVA affect the stock market price changes, (H<sub>a3</sub>) EVA and MVA at the same time / simultaneously affect the market price change is saham. Teknik analysis used linear regression analysis using SPSS 17.

The results of this study show that partial and simultaneous methods of EVA and MVA has a positive effect on stock prices with a formula (E) Stock Price = 7744.554 + 3.653<sup>-7</sup> EVA + 1.067<sup>-5</sup> MVA. It proves that EVA and MVA start be a basic consideration in making decisions berinvestasi. Hasil investor test coefficient of determination (R<sup>2</sup>) obtained the value 0.629 which indicates that the variables in this study could explain at 62.9% in stock price changes,

while the remaining 37.1% is explained by other variables which are not included in this study.