

ABSTRAK

Sarika. 2020. Skripsi. **Pengaruh Economic Value Added (EVA), Market Value Added (MVA), Return On Investment (ROI) terhadap Harga Saham pada Perusahaan Sub Sektor Property dan Real Estate yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2014-2018.** Program Studi Akuntansi, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan terhadap perusahaan Sub Sektor Property dan Real Estate yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2014-2018 dengan tujuan untuk mengetahui pengaruh Economic Value Added (EVA), Market Value Added (MVA), Return On Investment (ROI) terhadap Harga Saham pada Perusahaan Sub Sektor Property dan Real Estate secara simultan dan parsial terhadap harga saham, dan mengetahui pengaruh dominan terhadap harga saham.

Jenis penelitian yang digunakan adalah kuantitatif terhadap laporan keuangan perusahaan Sub Sektor Property dan Real Estate yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2014-2018. Total sampel penelitian adalah 10 perusahaan dari 49 populasi yang ditentukan melalui metode *purposive sampling*. Melalui pengujian hipotesis menggunakan uji statistik deskriptif, uji asumsi klasik, analisis regresi linier berganda, koefisien determinasi dan uji hipotesis.

Hasil penelitian menunjukkan bahwa Economic Value Added (EVA), Market Value Added (MVA), dan Return On Investment (ROI) secara simultan berpengaruh signifikan terhadap harga saham dan secara parsial Economic Value Added (EVA) tidak berpengaruh terhadap harga saham, Market Value Added (MVA) dan Return On Investment (ROI) berpengaruh signifikan terhadap harga saham. Dan Return On Investment (ROI) berpengaruh dominan terhadap harga saham. Untuk mendapatkan data tersebut penulis melakukan kunjungan ke Bursa Efek Indonesia (BEI) yang bertempat universitas STIE Malang Kucecwara. Penulis menggunakan ikhtisar data keuangan periode 2014-2018 yang dianalisis menggunakan program SPSS.

Kata Kunci : Economic Value Added, Market Value Added, Return On Investment, dan Harga Saham

ABSTRACT

Sarika. 2020. Thesis. The Influence of Economic Value Added (EVA), Market Value Added (MVA), and Return On Investment (ROI) on Stock Prices in The Property and Real Estate Sub Sector Listed On The Indonesia Stock Exchange (IDX) in 2014-2018. Accounting Study Program, Faculty of Economics, University of Panca Marga Probolinggo.

The study was conducted on property and real estate sub sector companies listed on the Indonesia Stock Exchange (IDX) in 2014-2018. with the aim of knowing the effect of Economic Value Added, Market Value Added, Return On Investment simultaneously and partially on stock prices, and knowing dominant influence on stock prices.

The type of research used is quantitative for the financial statements property and real estate sub sector companies listed on the Stock Exchange (IDX) during the 2014-2018 period. The total sample of the study was 10 companies from 49 populations. Which were determined through purposive sampling method. Through hypothesis testing using descriptive statistical tests, classical assumption tests, multiple linear regression analysis, coefficient of determination and hypothesis testing.

The results showed that Economic Value Added, Market Value Added, and Return On Investment simultaneously had a significant effect on stock prices and partially Economic Value Added had no effect on stock prices, Market Value Added and Return On Investment had an effect on stock prices. And the Return On Investment had a dominant influence on stock prices. To get the data, the writer visited the Indonesia Stock Exchange (IDX) which was located at STIE Malangkececwara University. The author uses an overview of the 2014-2018 financial data analyzed using the SPSS program.

Keywords: *Economic Value Added, Market Value Added, Return On Investment, and Stock Prices*