ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Economic Value Added* (EVA) dan *Market Value Added* (MVA) terhadap *Return* saham pada perusahaan-perusahaan yang terdaftar dalam Indeks IDX80 selama periode 2021–2023. Sampel penelitian diperoleh melalui teknik purposive sampling dengan mempertimbangkan kriteria tertentu, sehingga terpilih 45 perusahaan yang diamati selama tiga tahun. Metode analisis yang digunakan dalam penelitian ini adalah uji asumsi klasik, regresi linier berganda dan uji hipotesis. Hasil dari penelitian ini menunjukkan bahwa secara parsial *Economic Value Added* tidak memiliki pengaruh terhadap *Return* saham, sementara *Market Value Added* memiliki pengaruh terhadap *Return* saham perusahaan. Dari hasil uji F *Economic Value Added* dan *Markte Value Added* secara simultan berpengaruh terhadap *Return* saham.

Kata Kunci: *Economic Value Added, Market Value Added, Return* Saham.

ABSTRACT

This study aims to analyze the influence of Economic Value Added (EVA) and Market Value Added (MVA) on stock Returns of companies listed in the IDX80 during the 2021–2023 period. The research sample was selected using purposive sampling based on specific criteria, resulting in 45 companies observed over a span of three years. The analytical methods employed in this study include classical assumption testing, multiple linear regression, and hypothesis testing. The results show that, partially, Economic Value Added does not have an effect on stock Returns, while Market Value Added has a significant influence on stock Returns. The F-test results indicate that Economic Value Added and Market Value Added simultaneously have a significant effect on stock Returns.

Keywords: Economic Value Added, Market Value Added, Stock Return.