

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Economic Value Added* (EVA), *Market Value Added* (MVA), *Return On Equity* (ROE) dan *Total Asset Turnover* (TATO) terhadap Harga Saham pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia periode 2012-2015.

Populasi dalam penelitian ini diperoleh 15 perusahaan *food and beverage* dengan menggunakan metode *purposive sampling* pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia dan berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 8 perusahaan *food and beverage*. Yakni, PT Indofood CBP Sukses Makmur Tbk, PT Indofood Sukses Makmur Tbk, PT Mayora Indah Tbk, PT Nippon Indosari Corpindo Tbk, PT Sekar Laut Tbk, PT Siantar Top Tbk, PT Tiga Pilar Sejahtera Food Tbk dan PT Ultrajaya Milk Industry & Trading Co. Tbk. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan alat bantu aplikasi SPSS.

Hasil penelitian menunjukkan bahwa variabel *Economic Value Added* (EVA), *Market Value Added* (MVA) dan *Return On Equity* (ROE) berpengaruh positif dan signifikan terhadap harga saham perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia. Sedangkan variabel *Total Asset Turnover* (TATO) berpengaruh positif dan tidak signifikan terhadap harga saham perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia.

Kata Kunci: *Economic Value Added* (EVA), *Market Value Added* (MVA), *Return On Equity* (ROE), *Total Asset Turnover* (TATO) dan Harga Saham

ABSTRACT

This research is aimed to examine the influence of Economic Value Added (EVA), Market Value Added (MVA), Return on Equity (ROE) and Total Assets Turnover (TATO) to the stock price on food and beverages companies which are listed in Indonesia Stock Exchange in 2012-2015 periods.

The population is 15 companies of food and beverages which have been selected by using purposive sampling method at the food and beverages company which are listed in Indonesia Stock Exchange and based on predetermined criteria, 8 food and beverages companies which have been selected as samples i.e. PT Indofood CBP Sukses Makmur Tbk, PT Indofood Sukses Makmur Tbk, PT Mayora Indah Tbk, PT Nippon Indosari Corpindo Tbk, PT Sekar Laut Tbk, PT Siantara Top Tbk, PT Tiga Pilar Sejahtera Food Tbk and PT Ultrajaya Milk Industry & Trading Co. Tbk. The analysis method has been done by using multiple linear regression analysis with SPSS software.

The result of the research shows that Economic Value Added (EVA), Market Value Added (MVA) and Return on Equity (ROE) give positive and significant influence to the stock price of food and beverages companies which are listed in Indonesia Stock Exchange. Meanwhile, total asset turnover (TATO) give positive and insignificant influence to the stock price of food and beverages companies which are listed in Indonesia Stock Exchange.

Keywords: Economic value added (EVA), market value added (MVA), return on equity (ROE), total assets turnover (TATO) and stock price.