

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Likuiditas dan *Market Value Added*(MVA) terhadap harga saham. Penelitian ini terdiri dari dua variabel bebas yakni Likuiditas dan *Market Value Added* (MVA) dan satu variabel terikat yakni Harga Saham. Variabel likuiditas diukur menggunakan *current ratio*, variabel *Market Value Added* (MVA) diukur dengan menghitung selisih antara nilai pasar dengan *invested capital*, harga saham yang digunakan merupakan harga saham penutupan di pasar modal.

Jenis penelitian ini adalah penelitian kuantitatif. Metode pengambilan sampel dalam penelitian ini menggunakan *purposive sampling method* yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode tersebut didapatkan sebanyak 57 sampel dari 30 perusahaan manufaktur *food and beverage* yang terdaftar di Bursa Efek Indonesia selama tahun 2018-2020. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan menggunakan program SPSS versi 26.

Hasil penelitian menunjukkan bahwa likuiditas dan *Market Value Added* (MVA) berpengaruh positif terhadap harga saham. Hal ini menunjukkan bahwa semakin tinggi tingkat likuiditas maka perusahaan akan dinilai baik. Begitu juga dengan variabel *Market Value Added* (MVA) semakin tinggi nilai MVA berarti perusahaan akan dinilai baik dan mampu meningkatkan investor yang akan menanamkan modalnya pada perusahaan tersebut, dan juga harga saham akan ikut meningkat.

**Kata kunci:** Likuiditas, *Market Value Added* (MVA), Harga Saham.


## ABSTRACT

*This research aimed to examine the effect of liquidity and Market Value Added (MVA) on stock price. While there were two independent variables, namely liquidity and MVA, and one dependent variable, i.e. stock price. Meanwhile, the liquidity was measured by current ratio, market value was measured by the difference in market value and invested capital; and stock price was the closing stock price at the capital market.*

*The research was quantitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with that, there were 57 samples from 30 manufacturing Food and beverages companies which were listed on Indonesia Stock Exchange during 2018-2020. Furthermore, the data analysis technique used multiple linear regression with SPSS 26.*

*The research result concluded that both liquidity and MVA had a positive effect on stock price. The higher the liquidity was, the higher the firm value would be. Likewise, the higher the Market Value Added was, the higher the firm value would be and able to interest investors who would invest money within the company. In addition, the stock price would also increase.*

**Keywords:** *liquidity, market value added, stock price*



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 07/02/2022  
M. Faisal S.Pd, M.Pd  
STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia