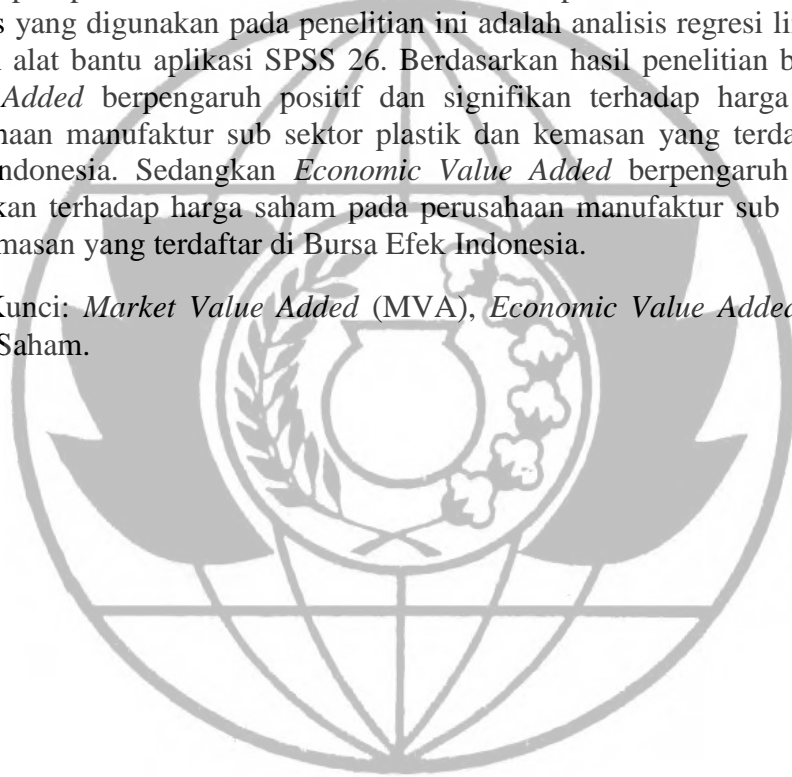


## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *Market Value Added* dan *Economic Value Added* terhadap harga saham pada perusahaan manufaktur sub sektor plastik dan kemasan yang terdaftar di Bursa Efek Indonesia periode 2018-2021. Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah perusahaan manufaktur sub sektor plastik dan kemasan yang terdaftar di Bursa Efek Indonesia. Pengambilan sampel penelitian dilakukan dengan metode *purposive sampling* dan kriteria yang telah ditentukan hingga diperoleh sebanyak 10 sampel perusahaan manufaktur sub sektor plastik dan kemasan. Metode analisis yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 26. Berdasarkan hasil penelitian bahwa *Market Value Added* berpengaruh positif dan signifikan terhadap harga saham pada perusahaan manufaktur sub sektor plastik dan kemasan yang terdaftar di Bursa Efek Indonesia. Sedangkan *Economic Value Added* berpengaruh positif tidak signifikan terhadap harga saham pada perusahaan manufaktur sub sektor plastik dan kemasan yang terdaftar di Bursa Efek Indonesia.

Kata Kunci: *Market Value Added* (MVA), *Economic Value Added* (EVA), dan Harga Saham.



## ABSTRACT

*This research aimed to find out the effect of Market Value Added and Economic Value Added on the stock price of Plastic and Package manufacturing companies listed on the Indonesia Stock Exchange. Moreover, the research was quantitative. The population was Plastic and Package manufacturing companies listed on the Indonesia Stock Exchange. Furthermore, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 10 companies as the sample. Additionally, the data analysis technique used multiple linear regression with SPSS 26. The result concluded that Market Value Added had a significantly positive effect on the stock price of Plastic and Package manufacturing companies listed on the Indonesia Stock Exchange during 2018-2021. However, Economic Value Added had a positive but insignificant effect on the stock price of Plastic and Package manufacturing companies listed on the Indonesia Stock Exchange during 2018-2021.*

**Keywords:** Market Value Added (MVA), Economic Value Added (EVA), Stock Price



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 22/2/23

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