

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis pengaruh *Economic Value Added* (EVA), *Market Value Added* (MVA), dan Profitabilitas terhadap harga saham pada perusahaan indeks LQ45 sektor perbankan periode penelitian 2019 – 2023. EVA diukur dengan NOPAT dikurang dengan Capital Charges, MVA diukur dengan nilai pasar saham dikurang dengan nilai ekuitas perusahaan, Profitabilitas diukur menggunakan *Return on Equity* (ROE).

Jenis penelitian ini yaitu penelitian kuantitatif, dengan menggunakan metode kausal komparatif. Pengumpulan data pada penelitian ini yakni menggunakan data sekunder berupa laporan keuangan pada Bursa Efek Indonesia (BEI). Teknik dalam pengambilan sampel menggunakan metode purposive sampling yang ditentukan berdasarkan kriteria dan pertimbangan tertentu. Berdasarkan metode purposive sampling, sampel yang dapat digunakan sejumlah 7 perusahaan perbankan dengan data penelitian yang diambil yaitu 2019 – 2023, sehingga diperoleh 35 data yang diolah. Teknik analisa data yang digunakan yaitu menggunakan Regresi Linear Berganda dengan bantuan program SPSS versi 26.

Hasil penelitian yang dilakukan menunjukkan bahwa *Economic Value Added* (EVA) berpengaruh positif dan tidak signifikan terhadap harga saham, *Market Value Added* (MVA) berpengaruh positif dan signifikan terhadap harga saham, dan Profitabilitas berpengaruh positif dan signifikan terhadap harga saham.

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

ABSTRACT

This research determines and analyzes the effects of Economic Value Added (EVA), Market Value Added (MVA), and profitability on the stock prices of LQ45 index banking companies from 2019 to 2023. EVA was measured by NOPAT, which was minus Capital Charges, MVA was measured by stock price value that was minus the company's equity value, and profitability was measured by Return On Equity (ROE).

The research applies quantitatively, with a causal-comparative method. Furthermore, the data were secondary in the form of financial statements in the Indonesia Stock Exchange (IDX). The data collection technique used was purposive sampling, in which the sample was based on the criteria given. In line with that, there were 7 companies as the samples during 2019-2023, with 35 data samples analyzed. Moreover, the data analysis technique used multiple linear regression with SPSS 26.

The research concludes that EVA has a positive but insignificant effect on stock price. However, MVA has a positive and significant effect on stock price. Likewise, profitability has a positive and significant effect on stock price.

Keywords: *Economic Value Added (EVA), Market Value Added (MVA), profitability, and stock price.*

