

**EFFECT ECONOMIC VALUE ADDED (EVA) AND MARKET VALUE
ADDED (MVA) ON SHARE PRICE IN LQ45 SECTOR IN
BURSA EFEK INDONESIA (BEI)**

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ABSTRACT

The job of a manager is to take appropriate decisions to company. For a financial manager, one job was to take decisions in analyzing the company's financial statement presentation. A manager financial first need to understand the company's financial condition. For understand it required an analysis of the financial statements used in companies they lead. One of the main objectives of financial decisions is maximize the level of prosperity owner of the company or shareholders, determine the amount of fringe benefits, determine the stock price, as well as assess performance to predict the state of the company in the future for its shareholders shares and prospective shareholders. This research was conducted with the aim of know the effect of Economic Value Added (EVA) and Market Value Added (MVA) against the company's stock price LQ45.

Sampling method using a purposive sampling method, from four twenty-five companies, only thirteen companies were taken in succession are LQ45 sector who have the financial statements and stock prices fully period 2007-2009

The results showed that partially have no effect between Economic Value Added (EVA) to the stock price, while the Market Value Added (MVA) with stock prices have a partial effect. Correlation test shows that there is no relationship between Economic Value Added (EVA) and Market Value Added (MVA) with stock prices, because the level of closeness of the correlation is weak.

Key words : Economic Value Added (EVA), Market Value Added (MVA), Stock Price