

ABSTRACT

This research purposed to analyzed value-relevant of earnings, or cash flow of the company life cycle and the effect towards MVE. There are four stages in the company life cycle that are: start up, growth, mature and decline. Sample of this research is manufacturing company in the period of 2005-2008 listed in BEI.

Technique used is purposive sampling. Data analysis technique used is regression analysis with classic assumption.

The result of this research are: At the growth stage, cash flows has more value-relevant than Earnings; in the maturity stage, Earnings has more value relevant than cash flow; in the declining stage, cash flow has more value relevant than Earnings and has significant effect towards MVE. In the start up stage, there's no company in this stage, so the analysis can't be done.

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