

ABSTRACT

This study aims to analyze the effect of economic value added and market value added as a measurement of financial performance using *Tobin's Q*. The object of this research is conventional bank sub sector companies listed on the Indonesia Stock Exchange for the period 2010-2018. The population in this study were 43 conventional banks listed on the IDX. The sampling technique is purposive sampling. The sample data obtained are 4 companies. This study uses panel data regression analysis method with Eviews 2010 data processing tool. The results showed that *Economic Value Added* has a significant negative effect on company performance, while *Market Value Added* has a significant positive effect on company performance.

Keywords: *Economic Value Added, Market Value Added, Company Performance (Tobin's Q)*

