ABSTRACT

The Investor's expectation will determine stock's price of the company listed. Decision in investing money by the investors in stock marker must based on objective information. Thus Contemporary Approach can be one of the solution above such as Economic Value Added (EVA) dan Market Value Added (MVA). Many Researches proves that these approach can be alternative to evaluate company's performance.

There are some researches about EVA with good results. One of them is Johnny Ismail Ginting claimed that Earning After Tax (EAT), Return on Asset (ROA) and Economic Value Added (EVA) have significant influenced to stock return. The result is there is medium and possitive relationship among the variables in 27 samples of LQ-45 market in Indonesia during 2000 -2002 periods. The Pharmacy Industry have growth 8 % in 2008 (Rusyanto, Edo. Investor Daily: Kamis Mei 22, 2008). Thus, the aim of ths research is to see the influence of there independent variables consists of EAT, EVA dan MVA with stock return in pharmacy's companies which is listed in Indonesia Stock Exchange during period 2006 – 2009. The results can justify investors in evaluating companies performance with its stock return. After data analysis using eviews, we obtain results as follow. At 90 % (α = 0,10) level confidence there is influence parsially between variables EAT and MVA with stock return while EVA doesn't have influence to stock return. The other result stated that EAT, EVA dan MVA have influence to stock return at 90 % level of confindence, but only variabel MVA will explain the connection in regression's model resulted.

Keywords : EAT, EVA, MVA, Stock Return and Pharmacy Industries.