

## **ABSTRACT**

*This study aims to examine the effect of EVA (Economic Value Added) and MVA (Market Value Added) either simultanly or partial stock return on issuer sub-sectors of food and beverages. EVA is an indicators that can be used to measure company performance. In the use of EVA as a performance measurement tools by considering the cost of invested capital that is measuring the value added by reducing the cost of capital (cost of capital) arising from the investment made by the company. Positive EVA indicates the company managed to create value for owners of capital because the company is able to produce returns that exceed their capital levels., Whereas the MVA was the value to be received by investors in capital markets. The size of the value created by the company's impact on investor response, as reflected in the rise and fall of stock prices in the capital markets. Based on the statement there are allegations that EVA and MVA has an influence on the response of investors in capital markets that affect stock prices in the capital market. Research methodology used is the scientific method is a combination of deductive approach and inductive approach. Determination of the hypothesis is a deductive process, collecting data is an inductive process, while determining the data collected and researched a deductive process. From the results of research on sub-sector issuers of food and beverage EVA obtained by partial effect on stock returns but the MVA either partially or jointly with EVA did not have a significant impact on stock returns. This proves the presence of other variables that have more influence on stock returns than EVA and MVA*

*Keywords: EVA, MVA, Return Saham*

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