

ABSTRACT

Nanda Tika Arista, Effect of Economic Value Added (EVA), Market Value Added (MVA), and Dividend Policy on Stock Return (Case Study on PT. MNC Investama Tbk period 2012-2019). Under the guidance of Prasetyo Nugroho, S.Pi., M.M.

This study aimed to determine the effect of: (1) Economic Value Added (EVA) on Share Return on PT.MNC Investama Tbk Period 2012-2019, (2) Market Value Added (MVA) to Share Return on PT.MNC Investama Tbk Period 2012-2019, (3) Dividend Policy on Share Return on PT. MNC Investama Tbk period 2012-2019, and (4) Economic Value Added (EVA), Market Value Added (MVA), and Dividend Policy jointly (simultaneously) against Share Return on PT.MNC Investama Tbk period 2012-2019.

This research was conducted descriptively, using descriptive quantitative method, namely data analysis using numbers and calculating financial statements in PT. MNC Investama Tbk. period 2012-2019. Data collection techniques are carried out with documentation studies and library studies. Data analysis techniques use classic assumption tests, and multiple linear regression analysis.

The results showed: (1) Economic Value Added (EVA) has no significant effect on Stock Return, (2) Market Value Added (MVA) has no significant effect on Stock Return, (3) Dividend Policy has no effect and no significant effect on Stock Return, (4) Economic Value Added (EVA), Market Value Added (MVA), and Dividend Policy jointly (simultaneously) has no significant effect on Stock Return.

Keywords: Stock Return, Economic Value Added (EVA), Market Value Added (MVA), Dividend Policy.

ABSTRAK

Nanda Tika Arista, Pengaruh *Economic Value Added* (EVA), *Market Value Added* (MVA), dan Kebijakan Dividen terhadap *Return Saham* (Studi Kasus pada PT. MNC Investama Tbk Periode 2012-2019). Dibawah bimbingan Prasetyo Nugroho, S.Pi., M.M.

Tujuan penelitian ini adalah untuk mengetahui pengaruh: (1) *Economic Value Added* (EVA) terhadap *Return Saham* pada PT. MNC Investama Tbk Periode 2012-2019, (2) *Market Value Added* (MVA) terhadap *Return Saham* pada PT. MNC Investama Tbk Periode 2012-2019, (3) Kebijakan Dividen terhadap *Return Saham* pada PT. MNC Investama Tbk Periode 2012-2019, dan (4) *Economic Value Added* (EVA), *Market Value Added* (MVA), dan Kebijakan Dividen secara bersama-sama (simultan) terhadap *Return Saham* pada PT. MNC Investama Tbk Periode 2012-2019.

Penelitian ini dilakukan secara deksriptif, dengan menggunakan metode deskriptif kuantitatif yaitu analisis data dengan menggunakan angka-angka dan melakukan perhitungan terhadap laporan keuangan pada PT. MNC Investama Tbk. periode 2012-2019. Teknik pengumpulan data dilakukan dengan studi dokumentasi dan studi pustaka. Teknik analisis data menggunakan uji asumsi klasik, dan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa: (1) *Economic Value Added* (EVA) tidak berpengaruh signifikan terhadap *Return Saham*, (2) *Market Value Added* (MVA) berpengaruh tetapi tidak signifikan terhadap *Return Saham*, (3) Kebijakan Dividen tidak berpengaruh signifikan terhadap *Return Saham*, (4) *Economic Value Added* (EVA), *Market Value Added* (MVA), dan Kebijakan Dividen secara bersama-sama (simultan) tidak berpengaruh signifikan terhadap *Return Saham*.

Kata kunci: *Return Saham*, *Economic Value Added* (EVA), *Market Value Added* (MVA), Kebijakan Dividen

