

ABSTRAK

Nurtalia Abidin (02041711065). Pengaruh *Economic Value Added* (EVA), *Market Value Added* (MVA), dan Kebijakan Dividen, Terhadap *Retrun Saham* (Pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia Periode 2016-2019). Pembimbing I: Muhsin N Bailusy Pembimbing II: Fadli Ali Taslim.

Penelitian ini bertujuan untuk mengetahui pengaruh: *Economic Value Added* (EVA), *Market Value Added* (MVA) dan Kebijakan Dividen terhadap *Return Saham* pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2016- 2019. Populasi dalam penelitian ini adalah perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2016-2019 sebanyak 192 perusahaan. Pengambilan sampel menggunakan metode *purposive sampling* dan diperoleh sampel sebanyak 21 perusahaan. Teknik pengumpulan data dilakukan dengan studi dokumentasi dan studi pustaka. Teknik analisis data menggunakan analisis data panel yang di olah menggunakan *eviwes*.

Hasil penelitian menunjukkan: (1) *Economic Value Added* (EVA) tidak berpengaruh dan tidak signifikan terhadap *Return Saham*, (2) *Market Value Added* (MVA) tidak berpengaruh dan tidak signifikan terhadap *Return Saham*, (3) Kebijakan Dividen berpengaruh negatif dan signifikan terhadap *Return Saham*.

Kata Kunci : EVA,MVA,Kebijakan dividen, *Retrun Saham*

ABSTRACT

Nurtalia Abidin (02041711065). The Effect of *Economic Value Added (EVA)*, *Market Value Added (MVA)*, and Dividend Policy on Stock Returns (In Manufacturing Companies Listed on The IDX For the Period 2016-2019. Mentor I : Muhsin N. Bailusy Mentor II : Fadli Ali Taslim.

This study aims to determine the effect of: Economic Value Added (EVA), Market Value Added (MVA) and Dividend Policy on Stock Returns in manufacturing companies listed on the Indonesia stock Exchange for the 2016-2019 period. The population in this study were manufacturing companies listed on the Indonesia stock Exchange for the 2016-2019 period as many as 192 companies. Sampling using purposive sampling method and obtained a sample of 21 companies. Data collection techniques are carried out by documentation study and literature study. Data analysis techniques using analysis panel data that is processed using EViews.

The results showed : (1) Economic Value Added (EVA) was not influential and not significant to Stock Return, (2) Market Value Added (MVA) has not significant effect and not significant to Stock Return, (3) Dividend Policy a negative and significant effect on stock Return.

Keywords: EVA, MVA, Dividend Policy, Stock Return.