ABSTRACT

The purpose of this study to determine whether there are differences in stock returns based on the performance of EVA, MVA, dan MBR. EVA and MVA measures the value added produced by the company by way of reducing the burden of capital costs incurred as a result of investment made. MBR can be used to judge the company by looking at the market price per share compared to the book value of the company. Stock return is an investor gains on stock investment. The sample in this study is a telecommunications company that go public in 2005-2010. Data used secondary data from financial information company. Hypothesis testing is done by the statistical method with different test (t-test) and the chi-square test with SPSS. The results showed that there was no difference in stock returns based on the performance of EVA, MVA, and MBR.

Keywords: stock return, economic value added, market value added, market to book ratio