

ABSTRACT

One alternative for companies to obtain funding or additional capital is through the capital market. The share price is important for a company to obtain additional capital. The ratio in measuring high and low stock price of which is return on assets (ROA) and economic value added (EVA). Two ratios are directly related to company profits and affect the high and low stock price.

The purpose of this study was to determine the influence of return on assets (ROA), economy value added (EVA), and stock prices simultaneously, the effect of the return on assets (ROA) with stock prices partially, and influence between economy value added (EVA) with stock prices partially.

Samples from this study is the LQ-45 in Indonesia Stock Exchange 2011-2015 period. Samples were obtained by purposive sampling and analytical methods used in this research is descriptive statistics. This study also uses panel data analysis to examine the relationship ROA and EVA on stock prices.

The results of the study suggest that the ROA and EVA simultaneously affect the stock price. Partial test results showed that ROA significant effect on stock prices, while EVA is not partial effect on stock prices.

For future studies should increase and expand the research object variable, so can reflect the overall capital market reaction. For investors should take into account internal factors of the company for consideration investing in a company. As well as for companies should optimize investor funds as possible because it can create value for investors, so investors will be interested to invest in the company concerned.

Keywords: Return on Assets, Economic Value Added, stock price