

ABSTRACT

The most important financial goal in a business organization is to maximize the wealth of shareholders. A company finds its purpose as a performance indicator is to produce greater shareholder wealth than the company itself. In this case the company can harm the company and cannot see the financial performance measure properly..

This study aims to determine the effect of variables Economic Value Added (EVA), Market Value Added (MVA), on stock prices both partially and simultaneously. The research object used is a food and beverage company listed on the Stock Exchange in 2013 - 2017.

This research is descriptive quantitative. The sampling method used by purposive sampling and obtained 12 companies that met the sampling criteria. The data analysis technique in this study uses panel data regression analysis.

The results of this study indicate both partially and simultaneously the variables Economic Value Added (EVA) and Market Value Added (MVA) have no significant effect on stock prices.

Keywords: *Economic Value Added (EVA), Market Value Added (MVA), stock price*