

ABSTRACT

This study aims to examine the effect of accounting conservatism and stock returns on equity valuation with good corporate governance as a moderating variable. The object of this research is the SRI-KEHATI index at Indonesia Stock Exchange for the period 2013-2017.

To test this hypothesis descriptive research and quantitative methods were used. Data analysis techniques used are multiple linear analysis and moderate regression analysis. The data used is secondary data sampled from 19 companies using purposive sampling technique to gather the data.

Simultaneous test results showed that accounting conservatism and stock return have no significant effect on equity valuation, both before and after being moderated by good corporate governance. The partial test results showed that accounting conservatism and stock return have no significant effect on equity valuation, both before and after being moderated by good corporate governance.

Key Words : *Accounting conservatism, Stock return, Equity valuation, Good corporate governance*