ABSTRACT

The company is an organization that was formed and has a goal for the welfare of the company. A company in overcoming financial problems and making quick and precise decisions requires an analysis of a financial report.

The concept in analyzing financial statements is based on the concept of value added (value added based). With the existence of value added based as a tool in analyzing financial statements, management is required to always increase the value of the company. There are two concepts of added value, namely Economic Value Added (EVA) and Market Value Added (MVA). The concept of EVA is more focused on adding value to an investment. A positive EVA value indicates that the company has added value for the company owner, while a negative EVA value indicates that the company has no added value for the company owner.

The research population consists of financial sub-sector companies listed on the Indonesia Stock Exchange from 2018 to 2021. Purposive sampling is a technique for determining research samples. 20 companies were obtained with the 2018-2021 research period so there were 80 samples. The method of data analysis in this study was panel data regression analysis using Eviews software version 12.

The results of the study simultaneously influence the Economic Value Added (EVA) and Market Value Added (MVA) on stock prices. Economic Value Added (EVA) has no partial effect on stock prices. Market Value Added (MVA) has a partial positive effect on stock prices.

Suggestions for further research are to be able to add and test several other variables that are thought to influence stock prices such as Financial Value Added (FVA), Return On Assets (ROA), Return On Equity (ROE), and other variables. Subsequent research can also add years to the research object or use other sectors besides the banking sector such as the retail, telecommunications, transportation, agriculture, or other sectors. Subsequent research can also add years to the research object or use other sectors besides the banking sector such as the retail, telecommunications, transportation, agriculture, or other sectors.

Keywords**:** *Economic Value Added, Market Value Added, stock prices*