

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Economic Value Added* (EVA) , *Market Value Added* (MVA), dan *Value Added Intellectual Capital* (VAIC) terhadap harga saham. Penelitian dilakukan pada perusahaan perbankan yang terdaftar di Bursa Efek Indonesia pada tahun 2009-2012. Sampel yang didapat sebanyak 108 perusahaan. Penelitian ini menggunakan pendekatan kuantitatif. Metode analisis data yang digunakan adalah analisis regresi linear berganda dibantu dengan menggunakan *software* SPSS 18.0. Hasil penelitian menunjukkan *Market Value Added* dan *Value Added Intellectual Capital* berpengaruh positif signifikan terhadap harga saham. Sedangkan *Economic Value Added* berpengaruh negatif namun signifikan terhadap harga saham.

Kata Kunci : *Economic Value Added*, *Market Value Added*, *Value Added Intellectual Capital*, Harga Saham, Kinerja Perusahaan

ABSTRACT

This study aims to determine the influence of *Economic Value Added* (EVA) , *Market Value Added* (MVA), and *Value Added Intellectual Capital* (VAIC) on stock price. This study was conducted at banking companies listed on the Indonesia Stock Exchange (IDX) for period 2009-2012. A total of 108 companies sample are used in this study. This study uses a quantitative approach. This research is conducted with multiple linear regression analysis method and assisted by SPSS 18.0 software. The results showed that Market Value Added and Value Added Intellectual Capital significantly have positive effect on stock prices. While Economic Value Added significantly has negative effect on stock prices.

Keywords : Economic Value Added, Market Value Added, Value Added Intellectual Capital, Stock Price, Company's Performance

