ABSTRACT
Amalia, Nurul 2014 Thesis. Title: "The Effects of Economic Value Added (EVA) and Market Value Added (MVA) Share Price (Studies in Food and Beverage Companies Go Public on the Stock Exchange for the Period of 2010-2012)".
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Keywords : EVA, MVA, and Stock Price

Economic Value Added (EVA) and Market Value Added (MVA) is an important information for shareholders. Announcement of Economic Value Added (EVA) and Market Value Added (MVA) issued by a company will affect the company's stock price and will affect the shareholders' investment.

This research is a quantitative study by testing using SPSS. By using descriptive test, regression test data, the t test and F test. This study aims to determine the effect of the value of economic value added (EVA) and market value added (MVA) to the stock price of a company.

The results of this study showed that EVA and MVA partially positively influence the stock price, as well as EVA and MVA has a simultaneous effect on stock prices. This indicates that the increase in the value of EVA and MVA, will increase the stock price in the market. The inflation of EVA and MVA on stock prices make investors need to pay attention to the information of EVA and MVA in determining investment decisions.