

ABSTRACT

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THE EFFECT OF FIRM SIZE, ECONOMIC VALUE ADDED (EVA), AND MARKET VALUE ADDED (MVA) ON STOCK PRICES OF TELECOMMUNICATION COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE PERIOD 2019-2023

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Keywords: Firm Size, Economic Value Added, Market Value Added, Share Price

(xiv + 65 + attachments)

This research aims to provide empirical evidence regarding the partial and simultaneous influence of Firm Size, Economic Value Added (EVA), and Market Value Added (MVA) on telecommunications company share prices in 2019 - 2023.

The analytical tool used in this research is the Multiple Linear Regression Analysis technique. The data in this research comes from the official website of the relevant company, the Indonesian Stock Exchange, and Google Finance. Determining the sample in this study used a purposive sampling technique and the samples used were 8 telecommunications companies listed on the Indonesia Stock Exchange (BEI) during the 2019-2023 period.

This research proves that partially the Firm Size and Market Value Added (MVA) variables have an influence on stock prices. Meanwhile, the Economic Value Added (EVA) variable has no effect on stock prices. Simultaneously, the Firm Size, Market Value Added (MVA) and Economic Value Added (EVA) variables have an effect on stock prices.

Bibliography (2000-2024)