

ABSTRACT

LIDIA OKTAVIA, 2014, Influence Analysis Performance Assessment With Conventional And Value Based Concept Of Stock Return On Food And Beverage Company Registered on the Indonesia Stock Exchange (IDX) in Year 2005 - 2013 (Supervised by: Yosevin Karnawati, SE, MM)

This study examines the effect of financial performance assessment with conventional concepts and value based concepts of stock returns on food and beverage companies listed in Indonesia Stock Exchange (IDX). This study uses the food and beverage industry data published on the Indonesia Stock Exchange (IDX) in 2005 through 2013, there were 11 companies in the sample in the study.

This study uses stock returns as the dependent variable, while the independent variables using the Return On Equity (ROE), Price Earning Ratio (PER), Earning Per Share (EPS) and Economic Value Added (EVA). Analyses were performed using the Linear Regression Method.

Based on the statistical F test showed that the Return On Equity (ROE), Price Earning Ratio (PER), Earning Per Share (EPS) and Economic Value Added (EVA) significantly influence stock returns with significance level $0.040 < 0.05$. Test statistics indicate only partial variable Return On Equity (ROE) and the variable Price Earning Ratio (PER), which has a significant effect on stock returns, while the other variables had no significant effect.

Keywords: Stock Return, Return On Equity (ROE), Price Earning Ratio (PER), Earning Per Share (EPS) and Economic Value Added (EVA)

ABSTRAK

LIDIA OKTAVIA, 2014, Analisa Pengaruh Penilaian Kinerja Dengan Konsep Konvensional Dan Konsep *Value Based* Terhadap *Return Saham* Pada Perusahaan Makanan Dan Minuman Yang Terdaftar Di Bei Pada Tahun 2005 - 2013. (Dibimbing oleh: Yosevin Karnawati, SE, MM)

Penelitian ini mengkaji pengaruh penilaian kinerja keuangan dengan konsep konvensional dan konsep *value based* terhadap *return* saham pada perusahaan makanan dan minuman yang terdaftar di Bursa Efek Indonesia (BEI). Penelitian ini menggunakan data industri makanan dan minuman yang diterbitkan di Bursa Efek Indonesia (BEI) pada tahun 2005 sampai 2013, terdapat 11 perusahaan sebagai sampel dalam penelitian.

Penelitian ini menggunakan *return* saham sebagai variabel dependen, sedangkan variabel independen menggunakan *Return On Equity* (ROE), *Price Earning Ratio* (PER), *Earning Per Share* (EPS) dan *Economic Value Added* (EVA). Analisis dilakukan dengan menggunakan Metode Linear Regresi Berganda.

Berdasarkan Uji F statistik menunjukkan bahwa *Return On Equity* (ROE), *Price Earning Ratio* (PER), *Earning Per Share* (EPS) dan *Economic Value Added* (EVA) berpengaruh secara signifikan terhadap *return* saham dengan tingkat signifikansi $0,040 < 0,05$. Uji parsial statistik menunjukkan hanya variabel *Return On Equity* (ROE) dan variabel *Price Earning Ratio* (PER) yang memiliki pengaruh signifikan terhadap *return* saham, sedangkan variabel lainnya tidak berpengaruh signifikan.

Kata Kunci: *Return Saham, Return On Equity* (ROE), *Price Earning Ratio* (PER),

Earning Per Share (EPS) dan *Economic Value Added* (EVA)