ABSTRACT

This study aims to examine the effect of economic value added, return on equity, and return on sales toward stock price of bank companies listed on the Indonesian Stock Exchange (IDX) over the period 2015-2017. Purposive sampling technique was applied to select the sample of this study, and 22 companies were chosen. The data were accumulated by set the criteria to the entire population. Multiple linear regression analysis is utilized for hypothesis testing within the study provided by SPSS 22.0. The result of this study revealed that the independent variables are simultaneously have positive result on the dependent variable. Partially, economic value added does not have significant effect on stock price. While the return on equity and return on sales have significant positive effect on the stock price.

Keywords: Economic Value Added, Return on Equity, Return on Sales, and Stock Price.