

ABSTRACT

Sales of property and real estate companies have not increased significantly in recent years. Weak purchasing power of this society makes property investment is not moving. In other words, many investors can not sell their property assets at a higher price than a buy position. In the midst of a still negative industry, the majority of investors are releasing their shares in the property sector and transferring their investments in other sectors' shares. If this continues to happen then the value of property and real estate companies will decline. The value of the firm is the perception of investors to the success rate of companies that are often associated with stock prices. High stock prices make the value of the company is also high. High corporate value can increase prosperity for shareholders, so shareholders will invest capital into the company.

This study was conducted to determine the effect of EVA, MVA and ROA variables simultaneously to the value of companies in the company Property and Real estate listed in Indonesia Stock Exchange (IDX) period 2014-2016. Then to know the influence of EVA, MVA and ROA variables partially to the value of the company in the company Property and Real estate listed on the Indonesia Stock Exchange (IDX) period 2014-2016.

Population in this research is Property and Real Estate company listed in Indonesia Stock Exchange (BEI) period 2014-2016. The sampling technique was purposive sampling and obtained 26 sample companies with a period of three years to get 78 units of samples. Data analysis method used is panel data regression analysis by Eviews 9.

The results showed independent variables EVA, MVA and ROA can explain 95,81%. Dependent variable of company value equal to 95,81% and the rest 4,19% influenced by other variable outside of research. Simultaneously show that EVA, MVA and ROA have significant effect to company value. Then partially shows that EVA does not affect the company value while MVA and ROA have a significant effect with the positive direction of corporate value.

Suggestions for future researchers are expected to add other independent variables that are predicted to affect the level of corporate value, such as institutional ownership, firm size, dividend policy, or others that can be used to determine the level of corporate value. Can also for further research using other measurement methods to calculate the value of the company. Then the advice for the company is expected to keep stock prices stable and increase the company's net profit to increase the company's value.

Keywords: EVA, MVA, ROA, Corporate value.