THE EFFECT OF ECONOMICS VALUE-ADDED, MARKET VALUE-ADDED, TOTAL ASSET RATIO, AND PRICE EARNINGS RATIO ON STOCK RETURN

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Abstract

The object of this study is to analyze the effect of economic value added, market value added, total assets turn over and price earnings ratio to stock returns. The multiple regression analysis used to identify the effect. The sample was obtained from the consumer goods sector listed on the Indonesia Stock Exchange. The data covers three years from 2015 to 2017. The results of this study indicate total asset turnover (TATO) and price earnings ratio (PER) have a significant effect on stock return whereas the other variable economics value added and market value added is insignificant on stock return.

Keywords: Economics Value Added; Market Value Added; Total Assets Turn Over; Price Earnings Ratio; Return Saham.

INTRODUCTION

The company will maximize its financial performance to achieved high returns from the shareholders. Stock return is the result of both profits and losses obtained by investors from a stock investment. Investment income in this stock is a profit derived from buying and selling shares if profit they get capital gain and if the loss called capital loss. Stock returns are profits or rewards derived from investments made. In investing money in the capital market, investors must ensure that they will invest in a good company. Great company’s reputations can be seen from the economic value produced by the company and the market value of the existing company to return stock returns by the expectations of investors in both long-term investments and short-term investments. This can be reflected in the company's financial statements. If the company does not reflect good financial performance, of course, investor interest will
go down and will not invest the capital, because of that company must maximize the financial performance in its financial statements.

The phenomenon of the increasing or decreasing in stock returns occurs in Indonesia every year, Indonesia Stock Exchange (IDX) noted that in manufacturing sector 50 issuers from 540 companies increased by more than 90% in 2016 with the highest share price owned by Pelat Timah corporation by value Rp 2,250 increase about 4,400%. The second position was held by Indofarma’s shares with an increase of 2,525%; Barito Pacific corporation increased about 2,686%; PT Semen Batu raja Tbk increased by 859%, and Delta Dunia Makmur increased by 844%. Quoted from the Kompas daily Composite Stock Price Index (Indeks Harian Saham Gabungan/IHSG) had touched the highest position in 2017 at 5,936; to close at 5,914 which was the highest point in the last 10 years. This increase was dominated by startup companies with the highest asset value of 100M, besides LQ45 companies are considered still able to provide good stock returns during 2017 such as Barito Pacific Tbk (BRPT), Bank Tabungan Negara Tbk (BBTN), Bank Central Asia Tbk (BCCA), and Bank Rakyat Indonesia Tbk (BBRI).

The signaling theory states that good quality companies will intentionally give a signal to the market, thus the market is expected to be able to distinguish between good and bad quality companies (Hartono, 2005). So when good news then the market must be captured and perceived well and not easily imitated by companies that have poor quality (Hartono, 2005). In attracting investors and providers of corporate funds will present financial statements in such a way and it can be seen from the profits generated by the company. High profits will attract investors and fund providers to invest in the company because high profits will certainly produce high returns. But in reality, the profits generated by the company are not always high. Therefore, companies tend to engineer profits to influence the final decisions of investors and creditors; that usually raises asymmetry information. The resulting financial report becomes irrelevant so that the internal party knows the condition of the company better than the external party.

In measuring stock returns, financial performance is used in this study financial performance includes financial ratios, namely profitability, liquidity and solvency ratio and other ways to use market value added and economic value added. Measurements using the EVA method are the reduction in net income after tax with the results of times capital charges with the weighted average. While measurement using the MVA method is obtained by multiplying the total shares outstanding with the stock market price in that year minus the total equity.

Previous research is done and has inconsistent results (Lestari, 2008) shows that the valuation method with the EVA and MVA approach does not have a significant effect on stock returns (Husniawati, 2012) show that EVA and MV simultaneously influence stock returns, while the results of the (Kusumo, 2011). showed that the variable ROA, DER, CR does not have a significant effect on stock returns while the TATO variable has a significant effect on stock returns, while the research conducted by (Puspitatdewi & Rahyuda, 2016) shows that the results are only TATO and influential price ratios towards stock returns, while EVA and DER do not have a significant effect on stock returns.

The purpose of this study to prove the effect of financial performance on stock returns. This study also contains an analysis that can be used as investors and creditors and users of financial statements to make decisions about investment and financial
activities and obtain reliable sources of information about the current and future conditions of the company.

**LITERATURE REVIEW AND HYPOTHESIS**

According to Connelly, Certo, Ireland, and Reutzel (2011) Theory Signal theory is a concept in which the information provider can choose what and how information will be displayed and the recipient of the information can choose how to interpret the information received. Signaling Theory explains how a company should give a signal to users of financial statements. Signals can be in the form of promotions or other information stating that the company is better than other companies. Signal theory explains that signaling is useful to reduce information asymmetry. On first step Information received by investors translated as the good signal (good news) or a bad signal (bad news), then Information is an important element for investors and business people because it reflects present and future conditions for the survival of a company and how the market effects. Complete, relevant, accurate and timely information is needed by investors as an analytical tool for making investment decisions.

Stock return is the excess of the selling price of the stock above the purchase price. The higher the selling price of shares above the purchase price, the higher the return. (Ang, 1997) states that returns themselves are the results obtained from investments in the form of realized returns and expected returns that have not yet occurred but which are expected to occur in the future. Return realization calculated based on historical data, this return realization is important in measuring company performance and as a basis for determining future returns and risks. In investing, a rational investor will consider two things, namely the expected return and risk contained in the alternative investments made (Tinneke, 2007).

EVA is an indicator of the addition of the value of an investment every year to a company. EVA is the economic added value that the company creates from its activities or strategies for a certain period and is one way to assess financial performance (Zahara & Haryanti, 2011). EVA can be used as a benchmark for shareholder value over a period. EVA is an indicator that relates to whether there is an added value of an investment.

Market Value Added is a calculation that shows the difference between a company's market value and capital contributed by investors, both bondholders, and shareholders. High Market Value Added shows that the company managed to create wealth for its shareholders. If the value shows a small or negative value, the company is judged that management and investment actions are smaller or less than the value of capital contributed to the company by the capital market. Therefore the company is considered unable to create wealth for its shareholders or the property is considered to have been destroyed. MVA is said to be the result of the accumulation of various investments made by companies that show valuation in the capital market. (Trisnawati, 2009).

According to (Kasmir, 2013) activity ratio used to measure the effectiveness of a company in using its assets. Or it can also be said that this ratio is used to measure the level of efficiency of the utilization of company resources (sales, stocks, collection of accounts receivable and others). TATO is used to measure the turnover of all assets owned by the company and measure the number of sales obtained from each rupiah of assets owned. Price Earnings Ratio is a ratio that shows how many investors are willing
to pay per share, which is where the Price Earnings Ratio connects the market price per share with the EPS of the stock in question (Gitman, 2015).

The relationship between signal theory and Economics Value Added is to provide a positive signal or information to investors or the public through existing financial statements in the company. The relationship between signal theory and Market Value Added is to provide information to investors and the public regarding the company's stock price, corporate debt and capital to be placed in the company. The relationship between signaling theory and Total Asset Turnover is describing information related to asset turnover owned by the company and assessing the amount of sales that have been obtained. The relationship between signal theory and Price Earnings Ratio is so that it can have information related to the comparison between the stock price and the company's net profit.

**Hypothesis Development**

Impact of Economic Value Added on Stock Returns. EVA is an economic added value for companies that aim to create added value for the welfare of their shareholders. If the added value of a company is positive, investors will buy the company's shares or invest their capital. With the number of investors who invest capital, the stock price will rise, if the stock price rises, investors will get benefit from a return from the added value successfully created by the company. Thus EVA has a positive effect on stock returns. The research conducted by (Himawan, 2009)explains that EVA partially has a significant effect on stock returns. EVA focuses its assessment on added value by calculating the cost of capital as a consequence of investment. Positive EVA means having a good ability to create wealth for investors. That EVA partially does not affect stock returns received by shareholders. Because of the differences in the theory, researchers are interested in doing this test. Thus the hypothesis can be formulated as follows:

**H1:** Economic Value Added has a positive effect on stock returns

Impact of Market Value Added on Stock Returns. MVA is a measurement of financial performance that shows how much added value to capital invested by investors as long as the company is established. Stewart in (Makelainen, 1998)defines that MVA is the difference between equity market value (market value equity) and equity book value (book value equity). Therefore, if the market value of equity is greater than the book value of equity, the added value for the company will have a positive effect on returns to investors. Research conducted by (Himawan, 2009)suggests that MVA partially has a significant effect on stock returns. MVA is the most appropriate measure to assess the success or failure of a company in creating wealth for the owner. Thus, the hypothesis can be formulated as follows:

**H2:** Market Value Added has a positive effect on stock returns

Impact of Total Asset Turnover on Stock Returns. The ratio of total asset turnover (TATO) is one of the activity ratios used to review how effectively the company manages all of the funding sources within the company. Total Asset Turnover (TATO) shows the level of efficiency of the overall use of assets. TATO is an activity ratio obtained from comparing net sales and total assets. An increase in the value of TATO will cause an increase in net sales (net sales) achieved by the company which will encourage an increase in profits. Increased profits will encourage an increase in
stock returns in other words an increase in the value of TATO will cause an increase in stock returns.

H₃: TATO has a positive effect on stock returns

Impact of Price Earnings Ratio on Stock Returns. Price Earnings Ratio (PER) is the ratio between the price of a share and the income of each share and is an indicator of the company's future growth or growth. The higher the PER ratio, the higher the profit growth expected by investors. This ratio shows how high a stock is bought by investors compared to earnings per share. If the PER of the company is high, then the company's shares can provide a large return for investors.

H₄: PER has a positive effect on stock returns

**Conceptual framework**

There are four factors of EVA, MVA, TATO, PER which can affect stock returns. The following is a description of the conceptual framework presented in the diagram where the picture on the next page is by the formulation of the problem that has been identified previously.

![Conceptual framework diagram]

Figure 1
Conceptual framework
RESEARCH METHODS

The nature of this research is hypothesis testing, where the hypothesis which is a temporary explanation of the problem being studied must be tested for its truth. The type of this research is causal research which aims to find out how a variable affects other variables. The level of intervention of this study is minimum because the authors obtain and process existing data and are carried out in unregulated situations. The study of this study is a manufacturing company listed on the Indonesia Stock Exchange. The time horizon used in this study is cross-sectional and time series by collecting data for the last 3 years 2015-2017.

Stock return can be interpreted as the rate of return on profits enjoyed by investors for an investment that is done. In the absence of profit that can be enjoyed from an investment. In this study, the calculation of return only uses total return, which is where the total return compares the current stock price with the stock price before a certain period. In measuring stock returns can be calculated with the following formulations.

\[ Rs = \frac{P1-P0}{P0} \]

**Descriptions:**
Rs : Return of stock
P1 : Stock Price ongoing period
P0: Stock Price previous period

Economics Value Added (EVA) is a financial management system to measure economic profit in a company, which states that welfare can be created if the company can meet operating costs (operating cost) and cost of capital. If managers focus on EVA, this will help ensure that they have carried out operations in a manner that is
consistent to maximize shareholder wealth. Market value added (MVA) (Young & O’byrne, 2001) state that MVA is the difference between a company's market value (including equity and debt) and the overall capital invested in the company. While the understanding of MVA according to Brigham and Houston is the difference between the market value of equity of a company with book value as presented in the balance sheet, market value is calculated by multiplying the stock price with the number of shares outstanding. Total Asset Turnover Ratio used to measure how well the level of efficiency in all company assets to support sales activities, which is where Total Assets Turnover connects sales with total assets. In this study proxy or measurement Total assets turnover is calculated by formulation on the page as follows (Kasmir, 2013) Price Earnings Ratio is a ratio that shows how many investors are willing to pay per share. which is where the Price Earnings Ratio connects the market price per share with the EPS of the stock in question. In this study, the proxy or measurement of Price earnings ratio (PER) is calculated with the following formulation (Gitman, 2012)

This study is using descriptive statistical tests and multiple linear regression analysis. Before analyzing multiple linear regression, it is necessary to do a classic assumption test first. The classic assumption test needs to be done to test the feasibility of using the regression model and the feasibility of the independent variable, if it’s feasible, then data can be used in the study. The classic assumption test that will be conducted is the normality test, multicollinearity test, autocorrelation test, heteroscedasticity test, determination coefficient test R2, simultaneous test F, multiple linear regression test, and the last hypothesis test through partial t-test. While the equation of the regression model in this study uses more than one independent variable, this test is formulated with the following equation:

\[ Y = \alpha + \beta_1EVA + \beta_2MVA + \beta_3TATO + \beta_\text{PER} + \varepsilon \]

Descriptions:
\[ Y = \text{Stock Return} \]
\[ EVA = \text{Economics value added} \]
\[ MVA = \text{Market value added} \]
\[ TATO = \text{Total asset turn over} \]
\[ \text{PER} = \text{Price-earnings Ratio} \]
\[ E = \text{Error} \]

RESULT AND DISCUSSION

The sample used in this study was selected by purposive sampling, meaning that the sample used in this research process is a representation of the sample population that exists and is under the objectives of the study. Based on the criteria set, the number of samples in this study was 102 samples. The sample selection process based on predetermined criteria is shown below:
The Effect of Economics Value-Added, Market Value-Added

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**Table 1**

Sample Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Consumer Goods Sector listed on IDX during 2015-2017</td>
<td>44</td>
</tr>
<tr>
<td>The Consumer Goods Sector Uncomplete data during 2015-2017</td>
<td>(7)</td>
</tr>
<tr>
<td>Data outliers</td>
<td>(5)</td>
</tr>
<tr>
<td>The Consumer Goods Sector corresponding criteria</td>
<td>34</td>
</tr>
<tr>
<td>Total Samples (34x3 years)</td>
<td>102</td>
</tr>
</tbody>
</table>

The descriptive statistics presented as follows:

**Table 2**

Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETURN</td>
<td>102</td>
<td>-54.00</td>
<td>69.80</td>
<td>10.9137</td>
<td>24.33004</td>
</tr>
<tr>
<td>EVA</td>
<td>102</td>
<td>-16.27</td>
<td>53.01</td>
<td>13.6475</td>
<td>11.79725</td>
</tr>
<tr>
<td>MVA</td>
<td>102</td>
<td>-73.97</td>
<td>27.76</td>
<td>7.6792</td>
<td>14.51776</td>
</tr>
<tr>
<td>TATO</td>
<td>102</td>
<td>.11</td>
<td>14.85</td>
<td>3.5639</td>
<td>2.82828</td>
</tr>
<tr>
<td>PER</td>
<td>102</td>
<td>2.64</td>
<td>45.65</td>
<td>17.0349</td>
<td>8.41473</td>
</tr>
</tbody>
</table>

The dependent variable economics value added (EVA) has a minimum value of -16.27 owned by AkashaWira International and the maximum value is owned by Multi Bintang Sejahtera with a value of 53.01. The mean value of 102 samples tested was 13.6475 with a standard deviation of 11.79725. Market Value Added; The market value added (EVA) dependent variable has a minimum value of -73.97 owned by Siantar Top and the maximum value is owned by Nippon Indosari with a value of 27.76. The mean value of 102 samples tested is 13.674 with a standard deviation of 11.79725. Total Asset Turn Over. Total asset turns over (TATO) has a minimum value, 11 is owned by Martina Berto and the maximum value of 14.85 is owned by HM Sampoerna with a value of 14.85. The mean value of 102 samples tested was 3.5639 with a standard deviation of 2.82828. Price Earnings Ratio; Price earnings ratio (PER) has a minimum value of 2.64 owned by Mandom Indonesia and a maximum value of 45.65 is owned by Unilever with a value of 14.85. The mean value of 102 samples tested was 17.0349 with a standard deviation of 8.41473.

**Table 3**

One-Sample Kolmogorov-Smirnov Test

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>102</td>
</tr>
<tr>
<td>Normal Parameters(a,b) Mean</td>
<td>.0000000</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>22.56395604</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>.089</td>
</tr>
<tr>
<td>Absolute</td>
<td>.089</td>
</tr>
<tr>
<td>Positive</td>
<td>-.046</td>
</tr>
<tr>
<td>Negative</td>
<td></td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>.896</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.399</td>
</tr>
</tbody>
</table>

a  Test distribution is Normal.
b  Calculated from data.
The one sample test Kolmogorov Smirnov test, the sig value in the table above is 0.339, the value is greater than 0.05. 0.399 > 0.05. So, it can be concluded that the data is normally distributed.

The results of the test table above, The value of EVA, MVA, TATO, and PER greater than sig 0.05 (VIF> 0.05), it can conclude that the four dependent data are free from multicollinearity.

Based on the value of the Durbin Watson table which has a value of 1.591 which is greater than DU values are 1.5696 and smaller than Tilapia DL (4 - 1.598 = 2.402) so it is concluded that there is no autocorrelation.

From the table above the values of the four independent variables namely EVA, MVA, TATO, and PER have sig values more than 0.05, namely 0.316 0.669 0.124 and 0.698. So, it can conclude that the data is free from heteroscedasticity problems and the regression model used is correct.
The Effect of Economics Value-Added, Market Value-Added

### Table 7

<table>
<thead>
<tr>
<th>Model</th>
<th>Rsquare</th>
<th>Adj R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVA, MVA, TATO, PER</td>
<td>0.140</td>
<td>0.104</td>
</tr>
</tbody>
</table>

Based on the table above, it is known that the coefficient of determination seen from the value of Adj.R2 is equal to 0.104. That is, 10.4% of the variation of the dependent variable stock return can be explained by the independent variable. While the remaining 89.6% (100% - 10.4%) is explained by other variables not included in the equation.

### Table 8

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>8364,697</td>
<td>4</td>
<td>2091,174</td>
<td>3.945</td>
<td>0.005</td>
</tr>
<tr>
<td>Residual</td>
<td>51422,343</td>
<td>97</td>
<td>530,127</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>59787,041</td>
<td>101</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The value of sig 0.005 < sig value 0.05, so it can conclude that variables such as EVA, MVA, TATO, PER has a joint effect (simultaneous) of changes in earnings.

### Table 9

<table>
<thead>
<tr>
<th>Model</th>
<th>Beta</th>
<th>Sig</th>
<th>Sig/2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>-8.357</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>EVA</td>
<td>-0.231</td>
<td>0.264</td>
<td>0.132</td>
</tr>
<tr>
<td>MVA</td>
<td>0.200</td>
<td>0.227</td>
<td>0.1135</td>
</tr>
<tr>
<td>TATO</td>
<td>1.692</td>
<td>0.043</td>
<td>0.0215</td>
</tr>
<tr>
<td>PER</td>
<td>0.872</td>
<td>0.002</td>
<td>0.0001</td>
</tr>
</tbody>
</table>

The Multiple Linear Regression equation:

\[ Y = -8.357 - 0.231EVA + 0.200 MVA + 1.692 TATO + 0.872 PER + \varepsilon \]

Descriptions:

- \( Y \) = Stock Return
- EVA = Economics Value Added
- MVA = Market Value Added
- TATO = Total Asset Ratio
- PER = Price Earnings Ratio
- \( \varepsilon \) = Error

\( \varepsilon \) = Error
Economic Value Added (EVA) has a positive effect on Stock Return
The results of the partial t-test, EVA variable has a beta value of -0.231, the results are different from the hypothesis tested while the sig/2 value of EVA is 0.132 > 0.05 greater than the 5% significance. So that it can be concluded statistically EVA does not affect stock returns. This hypothesis is not influential because EVA calculated by subtracting net income after tax with capital costs. The calculation of capital costs consists of debt capital costs and the cost of share capital. If the cost of capital becomes smaller, a high EVA value will be obtained. Viewed from the perspective of shareholders, the cost of share capital is the cost incurred to finance investments in shares, so that it can be said...
that shareholders want a greater rate of return on share capital (Kusuma & Topowijono, 2018)

In addition, other factors that make EVA not affect stock returns are the Indonesian social, political, and economic conditions that continue to fluctuate and tend to be unstable which will increase business risk, as well as window dressing practice practices on financial statements so investors and creditors lack trust in reliability financial statements because they often do not describe the actual condition of the company (Pardhono, 2004). The results of this study are in line with the research conducted by (Kusuma & Topowijono, 2018) which show no effect of economics value added on stock returns. However, the results of this study do not support the research conducted by (Rudianto, 2006) and (Husniawati, 2012)

**Market Value Added (MVA) has a positive effect on Stock Return**

The results of the partial t test MVA variable have a value of 0.200, this result has the same direction as the hypothesis being tested, but the value of the sig/2 MVA variable is greater than 0.05, which is 0.1135 > 0.05. So that the second hypothesis is rejected, MVA does not affect stock returns. The effect of MVA on stock returns is caused by changes in market prices that are not proportional to changes in equity structure in the company. Investors invest their capital tend to see in terms of company profitability by assuming that if profitability is high it will get a high stock return. While other factors that cause the influence of MVA on stock returns are the expectation of rising inflation will make expectations of rising interest rates and weakening global financial conditions in the past year data from the World Bank global economic growth from 3.8% dropped to 3.6% due to the trade war between the United States and China and impacted on economic growth in ASEAN countries where the lack of capital funding from abroad. The results of this study are supported by research from gut and but are not in line with the research conducted by (Trisnawati, 2009) which states that market value added affects stock returns.

**Total Asset Turnover (TATO) has a positive effect on Stock Return**

Based on the beta value of the partial t test the TATO variable has a value of 1.692. This result has the same direction as the hypothesis tested and has a sig/2 value smaller than 0.05, which is 0.0215 > 0.05 so it can be concluded that TATO affects stock returns. The third hypothesis is accepted. The effect of the TATO test results on stock returns due to the ability of companies to optimize their assets effectively and efficiently turned out to have a significant effect on investors' interest to buy the company's shares. The increase in TATO value will lead to increased net sales (net sales) achieved by companies that will increase profit. Increased profits will encourage an increase in stock returns in other words an increase in the value of TATO will cause an increase in stock returns. The results of this study are in line with the research conducted by (Wulandari, 2010) which states that there is a positive influence of total asset turnover on stock returns, but is not in line with the research conducted by Bramantyo which stated there was no influence between TATO and return shares.

**Price Earnings Ratio (PER) has a positive effect on Stock Return**

Based on the beta value of the partial t-test, the PER variable has a value of 0.872. This result has the same direction as the hypothesis tested and has a sig/2 value smaller than 0.05, which is 0.0001 > 0.05 so it can be concluded that the PER affects the
stock return, the fourth hypothesis is accepted. The influence of PER on stock returns shows that the company's Price Earnings Ratio is a benchmark for the price or cheapness of stock prices, it turns out to have a positive and significant effect on investor interest in buying the company's shares, this positive value can occur because some companies have high Price Earnings Ratio making investors not interested in buying the company's shares because the price is too high but there are characteristics of investors who consider the high stock prices make investors believe the stock price will continue to increase, causing the company's stock price to increase resulting in increased stock returns, the explanation in accordance with the signaling theory which explains that PER can show a comparison of stock prices with earnings to be received (Safitri, 2013). The results of this study are in line with the research conducted (Ratih & Apriatni, 2013), which shows a significant relationship between PER and return shares, but the results of this study are not in line with (Nuryana, 2013) and (Amanda, 2013) which showed no influence PER to stock returns.

CONCULISON, LIMITATION, AND FUTURE RESEARCH

Based on the results of the research, several conclusions can be taken from the results of this study are Economic Value Added (EVA) and Market Value Added (MVA) insignificant on stock returns; Total Asset Turnover (TATO and Price Earnings Ratio (PER)) significant and has a positive effect on stock returns. While the suggestions that can be given by the author for further research are the number of research objects by expanding to other types of industrial sectors, extend the observation period and Test other factors that are expected to be a factor in the high and low returns of stocks both financial and non-financial factors. By testing the other dependent variables other than the variables used in this study, parties who have involvement in this matter can find out more about the factors that influence stock returns that can give more confidence to internal parties in making judgments and making decisions.

REFERENCE