## ABSTRACT

## "THE INFLUENCE OF FINANCIAL PERFORMANCE WITH ECONOMIC VALUE ADDED (EVA) APPROACH CONCERNING TO EXPECTED RETURN OF SHARE IN CEMENT INDUSTRY "

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Recently cement industry are needed since property sector are building up again, which is cement is one of vital material. For as much as the latest 2008 Indonesia must increase capacity of cement production. So that increase of many prospect of market needed it is a must Indonesia have a healthy and well organized cement industry. For cement industry which is already go public value of share is one of the most important factor for the investor.

EVA there was once instrument of management performance. EVA represent operating profit after tax lease with capital expense. Capital expense is interest expense and equity that use to produce NOPAT which is count with average rate (WACC) it self.

Intention of this research is to find out company's finance performance in cement Industry when measured with EVA concept approach, company share rate of return in cement Industry.

This research is verifikatif. Data obtained from quarterly financial statement and pojok BEJ. Statistical analysis used linier regression.

Generally company in cement industry unable to create economic value added to capital which they use. PT. Cement Gresik have the highest return, the n PT. Indocement, and the lowest return is PT. Cement Cibinong. PT. Cement Gresik also have the highest EVA, then PT. Indocement and the lowest EVA is PT. Cement Cibinong.

From F test can be conclude that this model of research can not be used to predictable the return value connect with the change of EVA or in other words EVA is not significant influential to return. From t test also shown that EVA is not significant influential to return, which is management performance that use EVA is not significant influential to return expectation of share in cement industry company.

Keywords : Financial Performance with Economic Value Added and Rate of return Share.