

ABSTRAKSI

Secara umum, penelitian ini bertujuan mengetahui pengaruh manajemen laba terhadap kinerja operasi dan return saham perusahaan manufaktur sub industri barang konsumsi. Penelitian dilakukan terhadap 20 perusahaan manufaktur selama 3 tahun (2015-2017). Pengukuran manajemen laba menggunakan *Discretionary Accrual* (DA), kinerja operasi menggunakan *Return on Asset* (ROA), dan return saham menggunakan *Cummulative Abnormal Return* (CAR). Metode analisis menggunakan analisis sederhana.

Hasil penelitian menunjukkan hipotesis pertama bahwa *Discretionary Accrual* (DA) tidak berpengaruh signifikan terhadap kinerja operasi dengan proxy *Return on Asset* (ROA). Dan hipotesis kedua bahwa *Discretionary Accrual* (DA) tidak berpengaruh signifikan terhadap *Cummulative Abnormal Return* (CAR).

Keywords: *Discretionary Accrual, Return on Asset, Cummulative Abnormal Return*

ABSTRACT

In general, this research analyse to influence of earning managements to operation performance and return stock manufacturing companies. This study conuced on 20 companies for 3 years (2015-2017). The earning managements measurement uses *Discretionary Accrual* (DA), operating performance uses *Return on Asset* (ROA), and return stock uses *Cummulative Abnormal Return* (CAR). The analysis method uses simple regression.

The results showed fisrt hypothesis that, there is no significant influence between *Discretionary Accrual* (DA) to operating performance with proxy *Return on Asset* (ROA). And second hypothesis that, there is no significant influence between *Discretionary Accrual* (DA) to *Cummulative Abnormal Return* (CAR).

Keywords: *Discretionary Accrual, Return on Asset, Cummulative Abnormal Return*