

ABSTRACT

Food and beverage industry has decreased, but still potentially to investors make an investment because it has good prospects in the future. Investors can consider the financial performance of the company which would be invested with a view of income statement approach and value added approach.

Income Statement approach according to the Brigham and Houston (2010:93) is a report that summarizes revenue of the company during an accounting period, usually a quarter or a year. Value Added Approach is to aim to complement the new dimension onto the existing system in financial accounting and reporting section through the disclosure of additional information about the number of company wealth (Mandal and Goswami, 2008:102)

The methods used in this research is quantitative. The data used is the financial report of the sub sector food and beverage companies period of 2011 to 2014. Data analysis in this research using Wilcoxon Signed Rank Test.

Testing was performed using IBM SPSS 21.00 . The results show the value of financial performance using value added approach is bigger than the income statement approach . The test results of Wilcoxon Signed Rank Test using 0.05 significance and H_0 is rejected .

The conclusion from this study is there are significant differences between income statement approach and value added . It is advisable to pay more attention to the company 's financial performance using the income statement approach and value added approach.

Keywords: *food and beverages, income statement approach, value added approach, Wilcoxon Signed Rank Test*