

***Determinants Analysis of Firm Value in Consumer Goods Industry
on The Indonesia Stock Exchange***

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Abstract

This study aims to analyze and prove investment decisions through price earnings ratio (PER), funding decisions through debt to equity ratio (DER), and dividend policy through dividend payout ratio (DPR) towards firm value. This research used a quantitative approach. The sampling technique used was purposive sampling with 20 company in consumer goods industry. Data collection using a secondary data through annual report. The data analysis technique used descriptive and panel data analysis and processed by Eviews 10 software. The result of the study stated: (1) investment decisions has no effect towards firm value; (2) funding decisions has a negative effect towards firm value; and (3) dividend policy has no effect towards firm value.

Keywords: *Investment Decisions, Funding Decisions, Dividend Policy, Firm Value.*

Analisis Determinan Nilai Perusahaan Industri Barang Konsumsi di Bursa Efek Indonesia

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Abstrak

Penelitian ini memiliki tujuan untuk menganalisis dan membuktikan keputusan investasi melalui price earning ratio (PER), keputusan pendanaan melalui debt to equity ratio (DER), dan kebijakan dividen melalui dividend payout ratio (DPR) terhadap nilai perusahaan. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah 20 perusahaan di industri barang konsumsi. Pengumpulan data menggunakan data sekunder melalui laporan tahunan. Teknik analisis data menggunakan analisis data deskriptif dan panel serta diolah dengan software Eviews 10. Hasil penelitian menyatakan: (1) keputusan investasi tidak berpengaruh terhadap nilai perusahaan; (2) keputusan pendanaan berpengaruh secara negatif terhadap nilai perusahaan; dan (3) kebijakan dividen tidak berpengaruh terhadap nilai perusahaan.

Kata Kunci: Keputusan Investasi, Keputusan Pendanaan, Kebijakan Dividen, Nilai Perusahaan.