PENGEMBANGAN MODEL NILAI PERUSAHAAN DENGAN ASPEK *TAX AVOIDANCE* INDUSTRI *CONSUMER GOODS* PADA MASA PANDEMI COVID-19

By Nita Rosadiya

Abstrak

Tujuan studi ini guna analisa dampak antara implementasi *Good Corporate Governance, Financial Leverage* dan manajemen risiko pada nilai perusahaan melalui *Tax Avoidance* pada Industri *Consumer Goods* di masa pandemi Covid-19. Metodologi penelitan dengan memakai metode kuantitatif studi kasus. Sampel penelitian sebanyak 70 *industry consumer goods* yang terdata di BEI yang telah merilis laporan keuangannya untuk periode 2019-2020. Total data sampel keseluruhan adalah 140 data yang akan di observasi. Teknik analisa data menggunakan *Path Analysis* dengan E-views dan Microsoft Excel 2019. hasil penelitian saat ini menunjukan bahwa variabel GCG , *Financial Leverage* dan Manajemen Risiko berpengaruh signifikan pada Nilai Perusahaan . lalu variabel *Tax Avoidance* tidak bisa memoderasi hubungan diantara GCG dan Manajemen Resiko pada Nilai Perusahaan. Namun variabel *Tax Avoidance* bisa memoderasi hubungan diantara *Financial Leverage* pada Nilai Perusahaan.

Kata Kunci : Nilai Perusahaan*, Tax Avoidance, Financial Leverage,* Manajemen resiko*, Good Corporate Governance.

DEVELOPMENT OF COMPANY VALUE MODEL WITH ASPECT OF TAX AVOIDANCE OF THE CONSUMER INDUSTRY GOODS DURING THE COVID-19 PANDEMIC

By Nita Rosadiya

Abstract

This study aim to analyze the influence between the implementation of Good Corporate Governance, Financial Leverage and risk management on company value through Tax Avoidance in the Consumer Goods Industry during the Covid-19 pandemic. The research methodology uses case study quantitative methods. The research sample is 70 consumer goods industries listed on the IDX which have released their financial statements for the 2019-2020 period. The total sample data is 140 data that will be observed. The data analysis technique uses Path Analysis with E-views and Microsoft Excel 2019. The current research results show that the GCG , Financial Leverage and Risk Management variables have a significant effect on Firm Value . while the Tax Avoidance variable is not able to moderate the relationship between GCG and Risk Management on Company Value. However, the Tax Avoidance variable is able to moderate the relationship between Financial Leverage and Firm Value.

***Keywords**: Firm Value, Tax Avoidance, Financial Leverage, Risk Management, Good Corporate Governance.*