

ABSTRACT

Measurement of Capital Structure, Profitability, and Dividend Policy on Firm Value (Empirical Study of Companies Manufacturing the Consumer Goods Sector Listed on the Indonesia Stock Exchange in 2017-2019)

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This study aims to determine the measurement and effect of capital structure, profitability, and dividend policy on firm value in consumer goods sector companies listed on the Indonesia Stock Exchange for the period 2017-2019 either partially or simultaneously, and to find out how much influence this has. In this study, the population used is the consumer goods sector manufacturing companies listed on the Indonesia Stock Exchange for the 2017-2019 period, as many as 26 companies. In this study, the number of samples used was 57 samples consisting of 19 companies with a research observation period of three years. Purposive sampling technique is a sampling technique used to obtain these samples. The research method used is quantitative method, with secondary data in the form of annual reports obtained through the official website of Indonesia Stock Exchange. The results of this study prove that partially capital structure has no effect on firm value, while profitability and dividend policy have an effect on firm value. Meanwhile, simultaneously the capital structure, profitability, and dividend policy affect firm value.

Keywords: *Capital Structure, Profitability, Dividend Policy, Firm Value.*

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