

## ABSTRACT

The purpose of this research is to examine the influence of firm size and capital structure to the firm value through the profitability of consumer goods companies which are listed in Indonesia Stock Exchange (IDX). The population is all consumer goods companies which are listed in Indonesia Stock Exchange (IDX) in 2012-2016 periods. The sample collection technique has been carried out by using purposive sampling method so 9 consumer goods companies which have met the criteria have been selected as the research samples. The statistic method has been carried out by using descriptive statistics and path analysis which has been used to examine the direct influence of firm size and capital structure to the firm value and the indirect influence of firm size and capital structure to the firm value through profitability.

The result of the research shows that firm size give negative and significant influence to the firm value, capital structure give positive and significant influence to the firm value, and profitability give positive and significant influence to the firm value. Firm size give negative and significant influence to the profitability and capital structure give positive and significant influence to the profitability. The result of the research shows that firm size gives indirect influence to the firm value. This result shows that the magnitude of the indirect influence of firm size to the firm value through profitability is larger than the magnitude of the direct influence to the firm value. The result of the research shows that capital structure gives direct influence to the firm value. This result shows that the magnitude of the direct influence of capital structure to the firm value is larger than the magnitude of the indirect influence of firm size to the firm value through profitability.

**Keywords:** Firm size, capital structure, firm value, profitability

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Petugas LAB. BAHASA 1

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## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh ukuran perusahaan dan struktur modal terhadap nilai perusahaan melalui profitabilitas perusahaan *consumer goods* yang terdaftar di Bursa Efek Indonesia (BEI). Populasi penelitian ini adalah perusahaan-perusahaan *consumer goods* yang tercatat di Bursa Efek Indonesia (BEI) selama tahun 2012-2016. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, sehingga diperoleh 9 perusahaan *consumer goods* yang memenuhi kriteria sebagai sampel penelitian. Metode statistik yang digunakan untuk adalah statistik deskriptif serta analisis jalur yang digunakan adalah statistik deskriptif serta analisis jalur yang digunakan untuk menguji pengaruh secara langsung ukuran perusahaan dan struktur modal terhadap nilai perusahaan, serta pengaruh tidak langsung ukuran perusahaan dan struktur modal terhadap nilai perusahaan melalui profitabilitas.

Hasil penelitian menunjukkan bahwa ukuran perusahaan berpengaruh negatif signifikan terhadap nilai perusahaan, struktur modal berpengaruh positif signifikan terhadap nilai perusahaan, dan profitabilitas berpengaruh positif signifikan terhadap nilai perusahaan. Ukuran perusahaan berpengaruh negatif signifikan terhadap profitabilitas dan struktur modal berpengaruh positif signifikan terhadap profitabilitas. Hasil penelitian ini menunjukkan bahwa ukuran perusahaan berpengaruh secara tidak langsung terhadap nilai perusahaan. Hasil ini menunjukkan bahwa besaran pengaruh tidak langsung ukuran perusahaan terhadap nilai perusahaan melalui profitabilitas lebih besar dibandingkan besaran pengaruh langsung ukuran perusahaan terhadap nilai perusahaan. Hasil penelitian ini menunjukkan bahwa struktur modal berpengaruh secara langsung terhadap nilai perusahaan. Hasil ini menunjukkan bahwa besaran pengaruh langsung struktur modal terhadap nilai perusahaan lebih besar dibandingkan besaran pengaruh tidak langsung ukuran perusahaan terhadap nilai perusahaan melalui profitabilitas.

**Kata kunci:** ukuran perusahaan, struktur modal, nilai perusahaan, profitabilitas