

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Penerapan Ukuran Perusaha, Profitabilitas, *Leverage* dan Nilai Perusahaan pada Perusahaan Perbankan di Indonesia yang terdaftar di Bursa Efek Indonesia (BEI). Ukuran Perusahaan diukur menggunakan *Size*, Profitabilitas diukur menggunakan *Return on Equity*, dan *Leverage* diukur menggunakan *Debt to Equity Ratio*.

Jenis penelitian ini adalah penelitian kuantitatif, dengan menggunakan metode kausal komparatif. Pengumpulan data pada penelitian ini yaitu menggunakan data sekunder yang berupa laporan keuangan di Bursa Efek Indonesia. Sampel yang digunakan dalam penelitian ini dengan menggunakan *sampling purposive* sehingga sampel perusahaan yang akan diteliti sebanyak 10 perusahaan perbankan di Indonesia yang terdaftar di Bursa Efek Indonesia pada tahun 2014-2018.

Berdasarkan metode uji asumsi klasik yang menunjukkan bahwa semua variabel yang digunakan memenuhi asumsi serta tidak terdapat pelanggaran, demikian uji F dan uji R menunjukkan model yang diajukan layak digunakan. Berdasarkan uji hipotesis yang dilakukan diperoleh variable; *Size* berpengaruh positif dan signifikan terhadap nilai perusahaan, *Return on Equity* berpengaruh negatif dan signifikan terhadap nilai perusahaan, dan *Debt to Equity Ratio* berpengaruh positif dan tidak signifikan terhadap nilai perusahaan .

Kata Kunci : Ukuran Perusahaan, Profitabilitas, *Leverage*, Nilai Perusahaan



ABSTRACT

This research aimed to analyze the effect of firm size, profitability and leverage on firm value of Indonesia Banking companies which were listed on Indonesia Stock Exchange (IDX). While, firms size was measured by Size, profitability was measured by Return, and leverage was measured by Debt to Equity Ratio.

The research was quantitative with causal-comparative as the approach. Moreover, the data secondary in the form of financial statement on Indonesia Stock Exchange. Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 10 banking companies in Indonesia that been listed on the Indonesia Stock Exchange 2014-2018 as sample.

Based on classical assumption test, it showed all variables had fulfilled the assumptions and there were no violations. Additionally, from F-test and R-test it showed the model was properly used. In addition, based on hypothesis test, it concluded Size had purposive and significant effect on firm value. On the other hand, Return On Equity had negative and significant effect on firm value. Meanwhile, Debt to Equity Ratio had positive but insignificant effect on firm value.

keywords : Firm Size, Profitability, Leverage, Firm Value.

