

## **ABSTRAK**

Perusahaan industri sektor *food and beverages* adalah salah satu sektor yang sangat diminati banyak orang karena industri dalam sektor ini lebih stabil dan tidak terlalu terpengaruh oleh musim atau perubahan kondisi ekonomi karena bergerak dalam bidang kebutuhan pokok manusia

Penelitian ini dilakukan untuk mengetahui pengaruh keputusan investasi, keputusan pendanaan, kebijakan deviden dan tingkat suku bunga terhadap nilai perusahaan *food and beverages* periode 2014-2018 dengan menggunakan sumber data yaitu data sekunder, dengan teknik pengambilan sampel adalah metode sampling jenuh dengan 9 sampel dan menggunakan pendekatan kuantitatif serta menggunakan analisis regresi linier berganda dengan program SPSS versi 23.

Hasil dari penelitian ini menunjukkan bahwa secara parsial keputusan pendanaan dan kebijakan deviden berpengaruh positif dan signifikan terhadap nilai perusahaan sedangkan keputusan investasi dan tingkat suku bunga berpengaruh tidak signifikan terhadap nilai perusahaan *food and beverages* periode 2014-2018. Namun secara simultan atau secara bersama-sama keputusan investasi, keputusan pendanaan, kebijakan deviden, dan tingkat suku bunga berpengaruh signifikan terhadap nilai perusahaan *food and beverages* periode 2014-2018

**Kata kunci** : keputusan investasi, keputusan pendanaan, kebijakan deviden, tingkat suku bunga, nilai perusahaan, perusahaan *food and beverages*

## ABSTRACT

Food and Beverages companies is one of the business sectors which most wanted by many people. It happens as kind of company is more stable and not too much affected by season or changes of economy condition due to it focuses on human basic needs.

This research aimed to find out effect of investment decision, funding decision, dividend policy and interest rate of firm value of Food and Beverages companies during 2014-2018. While, the data were secondary. Moreover, the data collection technique used saturated sampling. In line with, there were 9 companies as sample. Additionally, the research was quantitative. Furthermore, the data analysis technique used multiple linear regression with SPSS 23.

The research result concluded, partially, funding decision and dividend policy had positive and significant effect on firm value. On the other hand, investment decision and interest rate had insignificant effect on firm value of Food and Beverages companies during 2014-2018. Meanwhile, simultaneously, investment decision, funding decision, dividend policy and interest rate had significant effect on firm value of Food and Beverages companies during 2014-2018.

**Keywords:** investment decision, funding decision, dividend policy, interest rate, firm value, food and beverages companies

