

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh keputusan investasi, pendanaan, likuiditas dan profitabilitas terhadap nilai perusahaan. Keputusan investasi diukur dengan *Price Earnings Ratio*, keputusan pendanaan diukur dengan *Debt to Equity Ratio*, likuiditas diukur dengan *Current Ratio*, profitabilitas diukur dengan *Return On Asset* dan nilai perusahaan diukur dengan *Price Book Value*.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut didapatkan sebanyak 140 sampel dari 35 perusahaan *property and real estate* yang terdaftar di Bursa Efek Indonesia selama tahun 2015-2018. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan menggunakan program SPSS versi 23.

Hasil penelitian ini menunjukkan bahwa keputusan investasi, pendanaan dan profitabilitas berpengaruh positif terhadap nilai perusahaan. Sedangkan, likuiditas berpengaruh negatif terhadap nilai perusahaan.

Kata kunci: keputusan investasi, keputusan pendanaan, likuiditas, profitabilitas, nilai perusahaan.

ABSTRACT

This research aimed to examine the effect of investment and funding decision, liquidity also profitability on firm value. While, investment decision was measured by Price Earnings Ratio, funding decision was measured by Debt to Equity Ratio, liquidity was measured by Current Ratio, profitability was measured by Return On Asset and firm value was measured by Price Book Value.

This research was quantitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 140 samples from 35 Property and Real Estate companies which were listed in Indonesia Stock Exchange during 2015-2018. Furthermore, the data analysis technique used multiple linear regression with SPSS 23.

The research result concluded investment decision had positive effect on firm value. Likewise, funding decision had positive effect on firm value. Similarly, profitability had positive effect on firm value. On the other hand, liquidity had negative effect on firm value.

Keywords: investment decision, funding decision, liquidity, profitability, firm value.

