

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh struktur kepemilikan, deviden, *cash holdings* dan reputasi auditor terhadap nilai perusahaan pada perusahaan sektor *customer goods*.

Jenis penelitian menggunakan penelitian kausal komparatif yaitu penelitian yang menggambarkan hubungan sebab akibat antara dua variabel atau lebih. Populasi yang digunakan dalam penelitian ini adalah seluruh perusahaan sektor *customer goods* yang terdaftar di Bursa Efek Indonesia periode 2014-2018. Pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling* dengan teknik *purposive sampling* diperoleh 30 perusahaan selama 5 tahun sehingga diperoleh data observasi sampel dalam penelitian diperoleh 150 *firm year*. Dengan metode analisis data penelitian ini yaitu regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa kepemilikan manajerial tidak berpengaruh terhadap nilai perusahaan, kepemilikan institusional berpengaruh terhadap nilai perusahaan, dividen (DPR) tidak berpengaruh terhadap nilai perusahaan, *cash holdings* (CH) berpengaruh terhadap nilai perusahaan dan reputasi auditor (RA) berpengaruh terhadap nilai perusahaan.

Kata Kunci : Kepemilikan Manajerial, Kepemilikan Institusional, Dividen, Cash Holdings, Reputasi Auditor

## ABSTRACT

This research aimed to find out the effect of ownership structure, dividend, cash holdings and auditor's reputation on firm value customer goods companies.

The research was causal-comparative, in which showed cause and effect between two variables or more. While, the population was all customer goods companies which were listed on Indonesia Stock Exchange during 2014-2018. Moreover, the data collection technique used non-probability sampling. Meanwhile, its sampling technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 30 customer goods within 5 years observation as sample. Thus, the total data were 150 firm year. Additionally, the data analysis techniques used multiple linear regression.

The research result concluded managerial ownership did not affect firm value. On the other hand, institutional ownership affected firm value. In contrast, dividend (DPR) did not affect firm value. On the contrary, cash holdings (CH) affected firm value and auditor reputation affected firm value.

**Keywords:** Managerial Ownership, Institutional Ownership, Dividend, Cash Holdings, Auditor Reputation



