ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kinerja keuangan terhadap nilai perusahaan yang menggunakan variabel *Debt to Asset Ratio, Total Asset Turnover*, dan *Sales Growth*. Populasi dalam penelitian ini adalah perusahaan manufaktur sektor *consumer good industry* yang terdaftar di Bursa Efek Indonesia periode 2015-2018.

Jenis penelitian ini merupakan penelitian kuantitatif. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria berikut: 1) Perusahaan manufaktur sektor *consumer goods industry* yang terdaftar di Bursa Efek Indonesia periode 2015- 2018, 2) Perusahaan manufaktur sektor *consumer goods industry* yang memperoleh laba setiap tahunnya selama periode 2015-2018, 3) Tersedia laporan keuangan perusahaan secara lengkap selama tahun 2015- 2018, baik secara fisik maupun melalui website www.idx.co.id atau pada website masing-masing perusahaan, 4) Perusahaan manufaktur sektor *consumer goods industry* yang menyajikan laporan keuangan dalam mata uang rupiah selama periode 2015-2018 secara berturut-turut. Diperoleh jumlah perusahaan manufaktur sektor *consumer goods industry* yang dijadikan sampel sebanyak 25 perusahaan sehingga total sampel penelitian adalah 100 laporan keuangan. Metode analisis yang digunakan adalah analisis regresi linear berganda SPSS 16.

Hasil penelitian ini menunjukkan bahwa *Debt to Asset Ratio* (DAR) dan *Total Asset Turnover* (TATO) tidak berpengaruh terhadap nilai perusahaan, sedangkan *Sales Growth* (SG) berpengaruh positif nilai perusahaan.

Kata Kunci: *debt to asset ratio* (DAR), *total asset turnover* (TATO), *sales growth* (SG), dan nilai perusahaan.
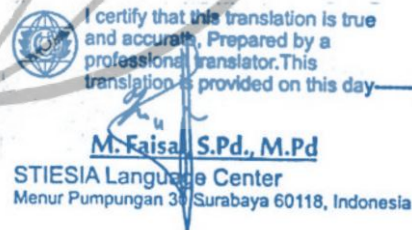
ABSTRACT

This research aimed to find out the financial performance on the firm value with debt to asset ratio, total asset turnover, and sales growth. Furthermore, the research population used the manufacturing companies in the consumer goods industry sector listed on Indonesia Stock Exchange during the 2015-2018 periods.

Moreover, this research used quantitative research. Meanwhile, the sample collection technique used purposive sampling with the following criteria: 1) Manufacturing companies in the consumer goods industry that are listed on the Indonesia Stock Exchange for the 2015-2018 period, 2) Manufacturing companies in the consumer goods industry sector that earn a profit every year during the 2015-2018 period, 3) Complete company financial reports are available during 2015-2018, either physically or through the website www.idx.co.id or on the respective company's website, 4) Manufacturing companies in the consumer goods industry that present financial reports in rupiah currency during the 2015-2018 period consecutively. The number of samples of manufacturing companies of consumer goods industry sector was 25 companies with total research sample were 100 financial statement. Meanwhile, the analysis method of this research used multiple linear regressions analysis with SPSS 16.

The result of this research showed that debt to asset ratio (DAR) and total asset turnover (TATO) did not affect on firm value, while sales growth (SG) had a positive effect on firm value.

Keywords: Debt to Asset Ratio (DAR), Total Asset Turnover (TATO), Sales Growth (SG), and Firm Value.

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