

ABSTRAK

menguji pengaruh kebijakan dividen, likuiditas, profitabilitas dan ukuran perusahaan terhadap nilai perusahaan. Kebijakan dividen (DPR) diukur dengan rasio *dividend Payout Ratio*, likuiditas (CR) diukur dengan rasio *Current Ratio*, profitabilitas (ROE) diukur dengan rasio *Return On Equity* dan ukuran perusahaan (*Size*) sedangkan nilai perusahaan (PBV) diukur menggunakan rasio *Price to Book Value*. Jenis penelitian ini menggunakan jenis kuantitatif. Sampel dalam penelitian ini diseleksi menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut dan didapatkan sebanyak 90 observasi pengamatan dari 18 sampel perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) selama tahun 2015-2019. Metode analisis yang digunakan pada penelitian ini adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa: (a) kebijakan dividen tidak berpengaruh terhadap nilai perusahaan, (b) likuiditas berpengaruh positif terhadap nilai perusahaan, (c) profitabilitas berpengaruh positif terhadap nilai perusahaan dan (d) ukuran perusahaan berpengaruh positif terhadap nilai perusahaan.

Kata Kunci: kebijakan dividen, likuiditas, profitabilitas, ukuran perusahaan, nilai perusahaan

ABSTRACT

This research aimed to examine the effect of dividend policy, liquidity, profitability and firm size on firm value. While, dividend policy (DPR) was measured by Dividen Payout Rati, liquidity (CR) was measured by Current Ratio, profitability (ROE) was measured by Return On Equity. Meawhile, Firm value was measured by Price Book Value the research was quantitative. Furthmore, the dta collection technique used purposive sampling, in wich the sample was based on crieteria given. In line with, there ware 90 observations from 18 samples of Food and Beverages companies wich histed on Indonesia Stock Exchange (IDX) during 2015-2019. Additionally, the data analysis technique used multiple linier regression. In addition, the research result concluded as follows: (a) dividend policy did not affect firm value of Food and Beverages companies, (b) liquidity had a positive effect on firm value of Food and Beverages companies, (c) profitabilitiy had a positive effect on firm value of Food and Beverages companies and (d) firm size had a positive effect on firm value of Food and Beverages companies.

Keyword: dividen policy, liquidity, profitability firm size, firm value

