

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis keputusan investasi (PER), keputusan pendanaan (DER), kebijakan dividen (DPR) dan ukuran perusahaan (LnTA) terhadap nilai perusahaan (PBV).

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* berdasarkan kriteria, dari 20 perusahaan dengan melakukan observasi 100 laporan keuangan perbankan yang terdaftar di Bursa Efek Indonesia tahun 2014-2018. Teknik analisis menggunakan regresi linier berganda.

Hasil penelitian dengan menggunakan analisis regresi menunjukkan bahwa variabel keputusan investasi (PER), dan keputusan pendanaan (DER) memiliki pengaruh positif terhadap nilai perusahaan. Sedangkan variabel kebijakan dividen (DPR) dan ukuran perusahaan (LnTA) tidak memiliki pengaruh terhadap nilai perusahaan (PBV).

**Kata Kunci:** Keputusan Investasi, Keputusan Pendanaan, Kebijakan Dividen, Ukuran Perusahaan, Nilai Perusahaan

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## **ABSTRACT**

This research aimed to analyse investment decision (PER), funding decision (DER), dividend policy (DPR) and firm size (LnTA) on firm value (PBV). The 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 20 banking companies which listed on Indonesia Stock Exchange (IDX) during 2014-2018 as sample. Furthermore, the data were in form of companies financial statement. Therefore, there were 100 financial statement which observed. Additionally, the data analysis technique used multiple linear regression. The research result concluded investment decision (PER) had positive effect on firm value (PBV) of banking companies. Likewise, funding decision (DER) had positive effect on firm value (PBV) of banking companies. On the other hand, dividend policy (DPR) did not affect firm value (PBV) of banking companies. Similarly, firm size (LnTA) did not affect firm value (PBV) of banking companies which listed on IDX.

Keywords : investment decision, funding decision, dividend policy, firm size, firm value

