

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *debt to equity ratio*, *return on asset* dan kepemilikan manajerial terhadap nilai perusahaan. *Debt to equity ratio* dihitung dengan membandingkan total hutang dengan total ekuitas, *return on asset* diukur dengan membandingkan laba bersih dengan total aset, kepemilikan manajerial diukur dengan membandingkan jumlah kepemilikan manajerial dengan jumlah lembar saham yang beredar sedangkan nilai perusahaan diukur dengan membandingkan harga saham dengan nilai buku.

Penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan *purposive sampling* sesuai dengan kriteria yang telah ditentukan. Populasi pada penelitian ini yaitu perusahaan manufaktur sektor industri barang dan konsumsi yang terdaftar di Bursa Efek Indonesia pada periode 2015-2019 dan diperoleh sebanyak 55 perusahaan yang menjadi sampel penelitian. Sedangkan metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan alat bantu program aplikasi SPSS (*Statistical Product and Service Solutions*) versi 25.

Hasil penelitian ini menunjukkan bahwa *debt to equity ratio* berpengaruh positif terhadap nilai perusahaan, *return on asset* berpengaruh positif terhadap nilai perusahaan, dan kepemilikan manajerial berpengaruh positif terhadap nilai perusahaan.

Kata Kunci: *Debt to Equity Ratio*, *Return On Asset*, Kepemilikan Manajerial, Nilai Perusahaan

ABSTRACT

This research aimed to find out the effect of debt to equity ratio, return on assets and managerial ownership on the firm value. The debt to equity ratio was calculated with a comparison of total debt with total equity, while return on assets which measured by compare between net profit with total assets, furthermore the managerial ownership was measured by comparing the number of managerial ownership with the amount of the number of shares outstanding meanwhile firm value measured by comparison of the stock price with book value.

This research used a quantitative method. Moreover, the research sample was obtained by purposive sampling in accordance with determining criteria. Moreover, the research population used manufacturing companies in the consumption and industrial goods sectors listed on Indonesia Stock Exchange in the 2015-2019 periods and it obtained 55 companies as samples. Meanwhile, the analysis method used multiple linear regression analysis with the instrument of SPSS application (*Statistical Product and Service Solutions*) 25 version.

The result of this research showed that the debt to equity ratio had a positive effect on the firm value, return on assets had a positive effect on the firm value, and managerial ownership had a positive effect on the firm value.

Keywords: Debt to equity ratio, return on assets, managerial ownership, and firm value.



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