

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan membuktikan secara empiris pengaruh profitabilitas (ROA), *leverage* (DER) dan kebijakan dividen (DPR) terhadap nilai perusahaan yang menggunakan variabel *Price to Book Value* (PBV).

Populasi dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling* pada perusahaan *food and beverages* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2014-2017. Data yang digunakan dalam penelitian ini adalah data sekunder dan teknik analisa data yang digunakan adalah uji asumsi klasik, analisis regresi berganda dan uji hipotesis menggunakan uji t dan uji f dengan *level of significance* 5%. Dari populasi sebanyak 40 perusahaan *food and beverages* diperoleh 10 perusahaan *food and beverages* sebagai sampel dengan periode tahun 2014 sampai dengan 2017 dengan alat bantu SPSS (*Statistical Product and Service Solutions*).

Hasil analisis menunjukkan bahwa profitabilitas berpengaruh positif terhadap nilai perusahaan, *leverage* tidak berpengaruh terhadap nilai perusahaan dan kebijakan dividen berpengaruh positif terhadap nilai perusahaan

Kata Kunci : Profitabilitas, *Leverage*, Kebijakan Dividen dan Nilai Perusahaan.

ABSTRACT

This research aimed to find out and prove empirically the effect of profitability (ROA), leverage (DER) and dividend policy (DPR) on the firm value, in which measured by Price to Book Value (PBV)

The population was 40 Food and Beverages companies which were listed on Indonesia Stock Exchanges (IDX) 2014-2017. While, the data were secondary. Moreover, the data collection technique used purposive sampling. Furthermore, the data analysis technique used classical assumption test, multiple linear regression with SPSS (Statistical Product and Service Solutions), and hypothesis test which used t-test and f-test with significance level of 5%. In addition, from the population, there were 10 Food and Beverages companies as simple during 2014-2017

The research result concluded profitability had positive effect on the firm value of Food and Beverages companies. Likewise, dividend policy had positive effect on the firm value of Food and Beverages companies. On the other hand, leverage did not affect the firm value of Food and Beverages companies.

Keywords : Profitability, leverage, dividend policy, firm value

