ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh perencanaan pajak dan G*ood Corporate Governance* (GCG) terhadap nilai perusahaan. Variabel independen perencanaan pajak diukur menggunakan *Effective Tax Rate* (ETR) dan *Good Corporate Governance* (GCG) diukur menggunakan kepemilikan manajerial, kepemilikan institusional, komisaris independen, dan komite audit. Sedangkan variabel dependen nilai perusahaan diukur menggunakan *Price to Book Value* (PBV).

Jenis penelitian ini yaitu penelitian kuantitatif dengan menggunakan metode sekunder. Populasi dalam penelitian ini adalah perusahaan manufaktur sektor industri barang konsumsi yang terdaftar di Bursa Efek Indonesia (BEI) selama periode tahun 2018 sampai dengan tahun 2020. Pengambilan sampel menggunakan metode *purposive sampling*. Berdasarkan kriteria yang telah ditentukan diperoleh data sebanyak 23 perusahaan dengan 69 sampel. Karena data yang digunakan belum berdistribusi normal, maka dilakukan outlier data dengan mengeluarkan 9 data perusahaan sehingga tersisa 42 data yang digunakan sebagai sampel. Sumber data yang digunakan adalah laporan keuangan konsolidasi. Dan metode yang digunakan untuk menganalisis data yaitu analisis regresi linier berganda dengan menggunakan program SPSS *(Statistical Product and Service Solution)* versi 26.

Hasil penelitian menunjukkan bahwa perencanaan pajak dan komite audit berpengaruh negatif terhadap nilai perusahaan. Sedangkan, kepemilikan manajerial, kepemilikan institusional, komisaris independen tidak berpengaruh terhadap nilai perusahaan.

Kata Kunci: Perencanaan pajak, *Good Corporate Governance*, dan Nilai perusahaan.

ABSTRACT

This research aimed to analyze and examine the effect of tax planning and Good Corporate Governance (GCG) on firm value. The independent variables namely tax planning which was measured by Effective Tax Rate (ETR) and Good Corporate Governance which was measured by managerial ownership, institutional ownership, and audit committee. While, the dependent variable was firm value which was measured by Price to Book Value (PBV).

The research was quantitative with secondary data. The population was Consumption Goods manufacturing companies which were listed on Indonesia Stock Exchange (IDX) during 2018-2020. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with that, there were 23 companies with 69 samples. As there was data which was not normally distributed, 9 data were outliers. So, totally 42 data were used as the sample. Furthermore, the data sources were consolidated financial statements. Additionally, the data analysis technique used multiple linear regression with SPSS 26.

The research result concluded that tax planning as well as the audit committee had a negative effect on firm value. On the other hand, managerial ownership, institutional ownership and independent commissioner did not affect firm value.

Keywords: *Tax Planning, Good Corporate Governance, Firm Value*

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