

ABSTRAK

Penelitian ini bertujuan untuk menguji secara empiris pengaruh profitabilitas, ukuran perusahaan, dan kebijakan dividen terhadap nilai perusahaan. Dalam penelitian ini profitabilitas diukur menggunakan *Return On Asset* (ROA), ukuran perusahaan menggunakan *Logaritma Natural* (Ln), dan kebijakan dividen menggunakan *Dividend Payout Ratio* (DPR).

Penelitian ini merupakan penelitian kuantitatif. Di mana populasi penelitian ini adalah perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) pada tahun 2015-2020. Sampel penelitian ditentukan menggunakan metode *purposive sampling*, sehingga diperoleh sampel sebanyak 7 perusahaan dengan total pengamatan sebanyak 42 pengamatan. Data penelitian ini merupakan data sekunder berupa laporan keuangan perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda yang dihitung dengan aplikasi *Statistical Package for the Social Sciences* (SPSS) versi 26.

Hasil penelitian ini menunjukkan bahwa (1) profitabilitas berpengaruh positif signifikan terhadap nilai perusahaan, (2) ukuran perusahaan tidak berpengaruh terhadap nilai perusahaan, dan (3) kebijakan dividen tidak berpengaruh terhadap nilai perusahaan.

Kata kunci: Profitabilitas, Ukuran Perusahaan, Kebijakan Dividen, Nilai Perusahaan.

ABSTRACT

This research aimed to examine empirically the effect of profitability, firm size, and dividend policy on firm value. The profitability was measured by Return On Asset (ROA), firm size was measured by Logarithms Natural (Ln), and dividend policy was measured by Dividend Payout Ratio (DPR).

The research was quantitative. Moreover, the population was Food and Beverage companies that were listed on Indonesia Stock Exchange (IDX) from 2015-up to 2020. Furthermore, the data collection technique used purposive sampling. In line with that, there were 7 samples with 42 observations. Additionally, the data were secondary which in form of companies ' financial statements. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Package for the Social Sciences) 26.

The research result concluded that (1) profitability had a positive and significant effect on firm value, (2) firm size had a positive but insignificant effect on firm value, and (3) dividend policy had a positive but insignificant effect on firm value.

Keywords: Profitability, Firm Size, Dividend Policy, Firm Value

