

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *leverage*, inovasi, pertumbuhan penjualan terhadap nilai perusahaan yang dilakukan pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2017-2021. Dalam penelitian ini, *leverage* diukur menggunakan *Debt Equity Ratio* (DER), Inovasi diukur menggunakan (*Intensitas R&D*), Pertumbuhan penjualan diukur menggunakan (*Growth*), dan Nilai Perusahaan diukur menggunakan (PBV). Data yang digunakan dalam penelitian ini yaitu data sekunder berupa laporan keuangan.

Jenis penelitian ini yaitu penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2017-2021. Berdasarkan metode *purposive sampling*, sehingga diperoleh 11 sampel perusahaan. Dalam penelitian diambil 5 tahun, yaitu 2017-2021. Sehingga diperoleh 55 data perusahaan yang diolah. Teknis analisis yang digunakan adalah analisis regresi linier berganda dengan bantuan alat uji statistik SPSS versi 21.

Hasil penelitian menunjukkan bahwa *leverage* dan inovasi berpengaruh positif terhadap nilai perusahaan. Sedangkan pertumbuhan penjualan tidak berpengaruh terhadap nilai perusahaan.

Kata kunci: *leverage*, inovasi, pertumbuhan penjualan


ABSTRACT

This research aimed to examine the effect of leverage, innovation, and sales growth on the firm value of Food and Beverage companies that were listed on the Indonesia Stock Exchange (IDX) during 2017-2021. The leverage was measured by Debt to Equity Ratio (DER), innovation was measured by (Intensity of R&D), sales growth was measured by Growth, and firm value was measured by PBV. Moreover, the data were secondary in form of companies' financial statements.

The research was quantitative. Furthermore, the population was Food and Beverage companies that were listed on the Indonesia Stock Exchange (IDX) during 2017-2021. The data collection technique used purposive sampling. In line with that, there were 11 companies as the sample. Additionally, the observation period was 5 years. Therefore, in total there were 55 data of companies that were analyzed. In addition, the data analysis technique used multiple linear regression with SPSS21.

The result concluded that both leverage and innovation had a positive effect on firm value. However, sales growth did not affect firm value.

Keywords: *Leverage, Innovation, Sales Growth*



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 9/2/23

M. Fairuz, S.Pd., M.Pd.
STIESIAI Language Center
Mentawai, Kepulauan Selayut, Indonesia 118, Indonesia