

## ABSTRAK

Tujuan dari penelitian ini untuk mengetahui pengaruh kebijakan deviden, kebijakan hutang, keputusan investasi dan profitabilitas terhadap nilai perusahaan pada perusahaan sektor otomotif yang telah terdaftar di bursa efek Indonesia pada periode 2015-2021. Kebijakan deviden diukur menggunakan *Dividend Pay out Ratio* kebijakan hutang diukur menggunakan *Debt to Equity Ratio*, Keputusan investasi diukur menggunakan *Price to Earning Ratio*, dan Profitabilitas diukur menggunakan *Return on Assets*.

Populasi yang digunakan pada penelitian ini perusahaan sektor otomotif dengan jumlah 13 perusahaan. Dalam penelitian ini menggunakan data kuantitatif yang diperoleh dari laporan keuangan. Sampel yang digunakan diperoleh dengan menggunakan *purposive sampling*. Berdasarkan metode *purposive sampling* didapatkan 6 perusahaan sektor otomotif yang terdaftar di bursa efek Indonesia pada tahun 2015-2021. Metode analisis data yang digunakan analisis regresi linier berganda.

Hasil uji hipotesis menunjukkan kebijakan, deviden dan kebijakan hutang tidak berpengaruh terhadap nilai perusahaan. Keputusan investasi, dan profitabilitas berpengaruh positif terhadap nilai perusahaan.

**Kata kunci :** Kebijakan Deviden, Kebijakan Hutang, Keputusan Investasi, dan Profitabilitas

## ABSTRACT

This research aimed to find out the effect of dividend policy, debt policy, investment decisions, and profitability on the firm value of Automotive companies listed on the Indonesia Stock Exchange (IDX) during 2015-2021. Dividend policy was measured by Dividend Payout Ratio (DPR), debt policy was measured by Debt to Equity Ratio (DER), investment decisions was measured by Price to Earning Ratio, and profitability was measured by Return On Assets.

The population was 13 Automotive companies. Moreover, the research was quantitative. The data were taken from companies' financial statements. Furthermore, the data collection technique used purposive sampling. In line with that, there were 6 Automotive companies listed on IDX during 2015-2021 as the sample. Additionally, the data analysis technique used multiple linear regression.

The result of the hypothesis test showed that dividend policy as well as debt policy did not affect firm value. On the other hand, investment decisions had a positive effect on firm value.

**Keywords:** Dividend Policy, Debt Policy, Investment Decisions, Profitability

