

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh pertumbuhan perusahaan menggunakan *Total Asset Growth* (TAG), Profitabilitas menggunakan *Retur On Equity* (ROE), Kebijakan Dividend menggunakan *Dividend Payout Ratio* (DPR), Keputusan Investasi menggunakan *Price Earning Ratio* (PER), Keputusan Pendanaan menggunakan *Debt To Equity Ratio* (DER). Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *Purposive sampling*, yaitu pemilihan sample dan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut didapat sebanyak 50 sampel dari 10 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia selama tahun 2017-2021. Penelitian ini menggunakan data sekunder dan diuji dengan analisis regresi, asumsi klasik, uji hipotesis (Uji t) dan uji kelayakan model menggunakan aplikasi SPSS

Hasil penelitian menunjukkan bahwa pertumbuhan perusahaan tidak berpengaruh pada nilai perusahaan, profitabilitas berpengaruh pada nilai perusahaan, keputusan pendanaan tidak berpengaruh pada nilai perusahaan, kebijakan Dividend tidak berpengaruh nilai perusahaan, kebijakan investasi berpengaruh pada nilai perusahaan

Kata kunci: *Total Asset Growth* (TAG), *Return On Equity* (ROE), *Dividend Payout Ratio* (DPR), *Price Earning Ratio* (PER), *Debt To Equity Ratio* (DER).

ABSTRACT

This research aimed to examine and analyze the effect of a company's growth which was measured by Total Asset Growth (TAG), profitability which was measured by Return On Equity (ROE), dividend policy which was measured by Dividend Payout Ratio (DPR), investment decisions which were measured by Price Earnings Ratio (PER), and funding decisions which were measured by used Debt To Equity Ratio (DER). Moreover, the research was quantitative. Furthermore, the data collection technique used purposive sampling with 50 samples from 10 Food and Beverage companies listed on The Indonesia Stock Exchange (IDX) during 2017-2021. Additionally, the data were secondary. The data analysis technique used a classical assumption test, hypothesis test (t-test), and proper model test with SPSS (Statistical Product and Service Solution).

The result indicated that the company's growth did not affect the firm value. However, profitability affected the firm value. In contrast, funding decisions did not affect the firm value. Likewise, the dividend policy did not affect the firm value. On the other hand, investment policy affected the firm value.

Keywords: *Total Asset Growth (TAG), Return On Equity (ROE), Dividend Payout Ratio (DPR), Price Earnings Ratio (PER), Debt To Equity Ratio (DER)*

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M. Faisal S.Pd., M.Pd

STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia