

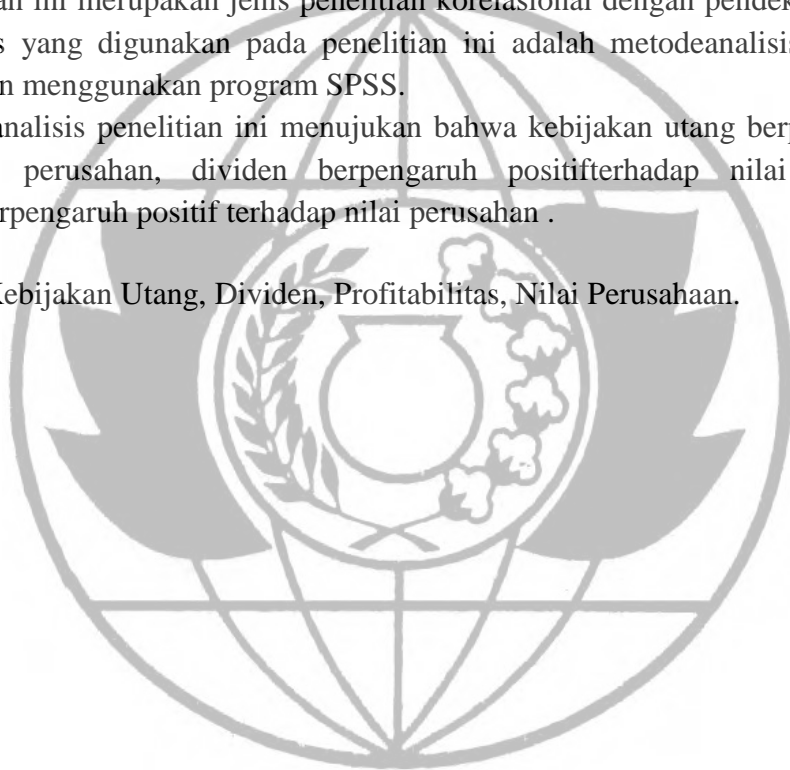
ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kebijakan utang, dividen, dan profitabilitas terhadap nilai perusahaan. kebijakan utang diukur dengan *Debt to Equity Ratio* (DER), dividen diukur dengan *Dividend Payout Ratio* (DPR), dan profitabilitas diukur dengan *Return on Assets* (ROA).

Populasi dalam penelitian ini adalah perusahaan *Consumer Non-Cyclicals* khususnya di Subsektor *Food And Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2022-2023. Data yang digunakan dari penelitian ini adalah laporan tahunan (*annual report*) melalui website resmi Bursa Efek Indonesia. Sampel dalam penelitian ini diperoleh menggunakan *purposive sampling* dengan 2 kriteria yang telah ditentukan sehingga diperoleh sampel sebanyak 77 perusahaan dengan keseluruhan data sejumlah 154 data, di uji transformasi Log10 juga Outlier. Penelitian ini merupakan jenis penelitian korelasional dengan pendekatan kuantitatif. Metode analisis yang digunakan pada penelitian ini adalah metode analisis regresi linier berganda dengan menggunakan program SPSS.

Hasil analisis penelitian ini menunjukkan bahwa kebijakan utang berpengaruh positif terhadap nilai perusahaan, dividen berpengaruh positif terhadap nilai perusahaan, dan profitabilitas berpengaruh positif terhadap nilai perusahaan.

Kata Kunci : Kebijakan Utang, Dividen, Profitabilitas, Nilai Perusahaan.



ABSTRACT

This research examines and analyzes the effect of debt policy, dividend, and profitability on the firm value. The debt policy was measured by Debt to Equity Ratio (DER), dividend was measured by Dividend Payout Ratio (DPR), and profitability was measured by Return On Assets (ROA).

The population comprises Consumer Non-Cyclicals companies, especially the Food and Beverage sub-sector, listed on the Indonesia Stock Exchange (IDX) during 2022-2023. Furthermore, the data were taken from companies' annual reports through the official website of the Indonesian Stock Exchange. The data collection technique used was purposive sampling with 2 criteria that had been decided. In line with that, 77 companies were taken as samples, with 154 total data samples. However, based on the transformation test, Log10 was an outlier. Moreover, the research applies quantitatively. The data analysis technique used was multiple linear regression with SPSS.

The result shows that debt policy has a positive effect on firm value. Likewise, dividend has a positive effect on firm value. Similarly, profitability has a positive effect on firm value.

Keywords: *debt policy, dividend, profitability, and firm value.*



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