

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kepemilikan institusional, profitabilitas, solvabilitas dan ukuran perusahaan terhadap nilai perusahaan. Kepemilikan institusional diukur dengan membandingkan jumlah saham yang dipegang investor institusional dengan jumlah saham beredar perusahaan, profitabilitas diukur dengan *return on assets*, solvabilitas diukur dengan *debt to equity ratio*, sedangkan ukuran perusahaan diukur dengan *size*.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah perusahaan *consumer non-cyclicals* yang terdaftar di Bursa Efek Indonesia (BEI). Proses pengambilan sampel menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel sebanyak 49 perusahaan *consumer non-cyclicals*. Data penelitian diambil selama 3 tahun, yaitu tahun 2020-2022, sehingga diperoleh 147 data yang diolah. Teknik analisis data dilakukan dengan menggunakan Regresi Linier Berganda dengan bantuan program SPSS versi 26.

Hasil penelitian ini menunjukkan bahwa kepemilikan institusional berpengaruh negatif terhadap nilai perusahaan, *return on assets* berpengaruh positif terhadap nilai perusahaan, *debt to equity ratio* berpengaruh positif terhadap nilai perusahaan, sedangkan *size* berpengaruh positif terhadap nilai perusahaan.

Kata kunci: kepemilikan institusional, profitabilitas, solvabilitas, ukuran perusahaan, nilai perusahaan

ABSTRACT

This research aimed to examine the effect of institutional ownership, profitability, solvability, and firm size on firm value. Institutional ownership was measured by comparing the number of shares held by institutional investors with the number of outstanding shares of the Company. Moreover, profitability was measured by Return On Assets, solvability was measured by Debt to Equity Ratio. The firm size was measured by size.

The research was quantitative. The population was consumer non-cyclical companies listed on the Indonesia Stock Exchange (IDX). Furthermore, the data collection techniques used purposive sampling, in which the sample was based on determined criteria. In line with that, there were 49 Consumer Non-Cyclica companies as the sample. Additionally, the data were taken for 3 years during 2020-2022. In total, there were 147 observation data. The data analysis technique used multiple linear regression with the SPSS 26 versions.

The result showed that institutional ownership had a negative effect on firm value. However, return on assets had a positive effect on firm value. Likewise, Debt to Equity Ratio had a positive effect on firm value. Similarly, size had a positive effect on firm value.

Keywords: Institutional Ownership, Profitability, Solvability, Firm Size, Firm Value

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