

## **ABSTRAK**

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### **PENGARUH REPUTASI PERUSAHAAN KELUARGA TERHADAP NILAI PERUSAHAAN PADA PERUSAHAAN KELUARGA YANG TERDAFTAR DI BURSA EFEK INDONESIA 2017 - 2019**

(xiii + 97 halaman; 1 gambar; 10 tabel; 2 lampiran)

Penelitian ini ingin menguji hubungan antara reputasi perusahaan dengan nilai perusahaan. Reputasi diukur dengan kepemilikan saham keluarga, nama keluarga sebagai nama perusahaan dan BOD/BOC. Adapun nilai perusahaan diukur dengan ROA dan Tobin's Q. Metode penelitian menggunakan analisis regresi panel. Sampel penelitian adalah perusahaan *family business* yang terdaftar di Bursa Efek Indonesia yaitu sebanyak 215 perusahaan pada tahun pengamatan selama 2017 sampai 2019. Hasil penelitian menunjukkan reputasi diukur dengan kepemilikan saham berpengaruh signifikan terhadap nilai perusahaan diukur dengan ROA (one tailed). Akan tetapi reputasi perusahaan diukur dengan nama keluarga dan BOD/BOC tidak berpengaruh signifikan. Sedangkan reputasi diukur dengan kepemilikan saham (two tailed) dan nama keluarga (one tailed) yang berpengaruh signifikan terhadap nilai perusahaan diukur dengan Tobin's Q. Akan tetapi reputasi perusahaan diukur BOD/BOC tidak berpengaruh signifikan.

Kata Kunci: family business, reputasi perusahaan, nilai perusahaan

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### **THE EFFECT OF FAMILY COMPANY REPUTATION ON CORPORATE VALUE I N FAMILY COMPANIES REGISTERED IN INDONESIA STOCK EXCHANGE 2017-2019**

*(xiii+ 97 pages; 1 figure; 10 tables; 2 attachments)*

*This Study aims to examine the relationship between company reputation and firms value. Reputation is measured by family share ownership, family names as company name and BOD/BOC. The company value is measured by ROA and Tobin's Q. The research method uses the quantitative method with panel regression analysis. The research sample is a family business company listed on the Indonesia Stock Exchange of 215 companies with an observation years from 2017 to 2019. The results showed that reputation as measured by share ownership has a significant effect on ROA (One-Tailed). However, company reputation is measured by family name and BOD/BOC do not have a significant effect. Meanwhile, reputation is measured share ownership (two tailed) and family name (one tailed) had a significant effect. Meanwhile, BOC/BOD has no significant effect.*

*Keywords: family business, company reputation, company value.*