ABSTRACT

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ANALYSIS OF FINANCIAL PERFORMANCE ON FIRM VALUE MODERATED WITH DIVIDEND POLICY

This study aims to be able to analyze the value of the company caused by factors of liquidity, profitability, leverage and dividend policy to see the company's growth performance and investment prospects in the long term. The data source was taken from the S&P capital IQ for the non-financial sector types listed on the Indonesia Stock Exchange (IDX) for the 2011-2021 period. There were 125 companies that were used as research samples using the purposive sampling method. The data was processed using the eviews application version 13 and obtained 2 models of regression analysis using the fixed effect model. After that, a classical assumption test is carried out to ensure the model used is appropriate.

As for model I, the independent variables CR and DER are not significant to firm value, while the independent variables ROA and DPR are significant to Q. Whereas in model II there is a DPR moderating variable that plays a role in influencing the relationship between the independent and dependent variables. The results obtained from moderating the CRDPR and ROADPR connectivity have a strong and significant effect on Q. Meanwhile, the results from moderating the DERDPR connectivity cannot have an effect on Q.

Keywords: firm value