

ABSTRACT

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THE IMPACT OF PROFITABILITY TOWARDS THE FIRM VALUE

(xiv+40 pages; 4 figures; 13 tables; 6 appendixes)

The objective of this research is to analyze whether Profitability has an impact towards the Firm Value in Consumer Non-Cyclicals and Consumer Cyclical Sector Listed in Indonesia Stock Exchange.

This research method is using quantitative approach and collection of secondary data through Financial Report listed on the Indonesia Stock Exchange. All of the Consumer Non-Cyclicals and Consumer Cyclical Companies listed on the Indonesia Stock Exchange are the population in this research. 55 companies are taken as the number of samples through purposive sampling method and result in 275 observations in total with five-year observations. The data analysis method in this research includes: descriptive statistics, correlation test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, anova test, r square, and hypothesis test.

Based on the data analysis, the findings of this research shows that Profitability has a positive impact towards the Firm Value in Consumer Non-Cyclicals and Consumer Cyclical Sector Listed in Indonesia Stock Exchange.

Keywords: Profitability, Firm Value, Consumer Non-Cyclicals, Consumer Cyclical

References: 23 (2020-2024)

ABSTRAK

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PENGARUH PROFITABILITAS TERHADAP NILAI PERUSAHAAN

(xiv+40halaman; 4 gambar; 13 tabel; 6 lampiran)

Penelitian ini bertujuan untuk menganalisis apakah Profitabilitas berpengaruh terhadap Nilai Perusahaan pada Sektor Consumer Non-Cyclical dan Consumer Cyclical yang terdaftar di Bursa Efek Indonesia. Metode penelitian ini menggunakan pendekatan kuantitatif dan pengumpulan data sekunder melalui Laporan Keuangan yang terdaftar di Bursa Efek Indonesia. Seluruh perusahaan Consumer Non-Cyclical dan Consumer Cyclical yang terdaftar di Bursa Efek Indonesia menjadi populasi dalam penelitian ini. Sebanyak 55 perusahaan diambil sebagai jumlah sampel melalui metode purposive sampling dan menghasilkan 275 observasi dengan periode pengamatan selama lima tahun. Metode analisis data dalam penelitian ini meliputi: statistik deskriptif, analisis korelasi, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji autokorelasi, uji anova, r square, dan uji hipotesis.

Berdasarkan hasil analisis data, hasil penelitian ini menunjukkan bahwa Profitabilitas berpengaruh positif terhadap Nilai Perusahaan pada Sektor Consumer Non-Cyclical dan Consumer Cyclical yang terdaftar di Bursa Efek Indonesia.

Kata kunci: Profitabilitas, Nilai Perusahaan, Consumer Non-Siklis, Consumer Siklis
Referensi 23 (2020-2024)