

ABSTRACT

Corporate value is main focus in making decisions by investors to do invest on a company. Able to attract investors, the company hopefully financial managers will take the best action for the company by maximizing the value of the company so that shareholder wealth can be achieved. With a good corporate value then the company will be viewed favorably by potential investors.

This study aims to examine the influence of management ownership, institutional ownership and assets intangible assessment, on the value of the company in consumer goods manufacturing sector which is listed on Indonesia Stock Exchange (BEI) for 2014-2016 period. The data used in this research is obtained from annual report data. The population in this research is the company of consumer goods sector which listed on BEI. The sample selection technique used was purposive sampling and obtained 15 consumer goods companies with research period in 2014-2016. Methode analysis data in this research used panel data regression analysis using software Eviews version 9.

The results showed that simultaneously Management ownership, Institutional ownership and assets intangible assessment have significant effect to firm value. While partially, Assets Intangible assessment have a significant positive effect on firm value. While the Management ownership and Institutional ownership does not affect the value of the company. Based on the results of this study, if the consumer goods companies want to increase the value of the company, the consumer goods companies need to increase the Assets intangible assessment.

Keywords: Company value, management ownership, Institutional ownership and assets intangible assessment.

