

ABSTRACT

The company has a purpose to increase the firm value through the prosperity of the owners or shareholders are increasing. The high firm value described the high prosperity of the owners or shareholders.

This research aims to know the influence of Good Corporate Governance which is proxy by the institutional Ownership, Independent Commissioner, and the Audit Committee of the Firm Value with Financial Performance as the Moderate Variable (Case Study on the Insurance Sub Sector Companies listed on the Indonesia Stock Exchange Period 2013-2016). The data used in this study is annual report which taken from the official website of the Indonesia Stock Exchange (www.idx.co.id) and the official website of each company.

The population of this research is the insurance sub sector companies listed on the Indonesia Stock Exchange period 2013-2016. Based on the selection of the sample there are 8 company that examined for 4 years with 32 samples. A data analysis method in this research is the regression data panels and Moderate Regression Analysis (MRA) using Eviews software 9.

The result of this research shows that good corporate governance before and after moderated financial performance has significantly to the firm value. It means that, with the improvement of the mechanism of good corporate governance and financial performance will show up investor confidence so were able to increase the firm value.

While partially, the institutional ownership before and after moderated by financial performance has no effect significantly to the firm value, independent commissioner, before and after moderated by financial performance has significant negative effect to the firm value, as well as the audit committee before and after moderated by financial performance has positive significantly to the firm value.

Keywords: *Good Corporate Governance, Institutional Ownership, Independent Commissioners, Audit Committee, Financial Performance, Firm Value*