

Abstract

Financial company is a company that acting in financing for procurement and/or services. Todays modern society has been aware of the importance of conducting investment in order to support their needs. Generally, investment divided into two kinds which is the investment in real assets and investment in form of securities. Every investment instrument must have risks of their own, and also with stock investment. Considerations such as the countries economies and also the company performance can give direct effect to the changes on stock prices. With the impact of the risk these large, valuation is done in order to investors get interested to invest their capital into the subsector.

The focus of the study is to give the description of the condition of financial company stock prices. The purpose of the study is to calculate the intrinsic value of the financial company stocks with the use of Dividend Discount Model method. This research included as descriptive research and using the purposive sampling as the sampling method.

The result of the study by using the ddm method showed that the condition of ADMF stock prices enter to the undervalued categories for each periods. The conditions of BBLD stock prices tend to fluctuated where in 2012, 2015, and 2016, stock prices included in overvalued category, why in 2013 and 2014 it included in the undervalued category. The condition of MFIN stock prices fit into a category that cannot be described.

Based on the result of this study, by using the dividend discounted model (DDM), the intrinsic value of ADMF company has the highest value of 47,089,80 for each share and the lowest value of 8.288,84 for each share. The intrinsic value of BBLD company has the highest value of 3,174,18 for each share and the lowest value of 56,70 for each share. The intrinsic value of MFIN company cannot be identified or has an unreasonable value that cannot be interpreted.

Keywords : Stock Valuation, Dividend Discount Model (DDM)