

ABSTRACT

Established companies are always trying to continue operating the company to achieve corporate goals, to increase the value of the company. The higher the value of the company will increase the interest of prospective investors to invest in the company. However, this is not reflected in the comparative value of the company with an investment reluctance of the fluctuating pharmaceutical industry of 2012-2017.

The purpose of this study is to examine the impact of sales growth, return on assets, and institutional ownership on the firm's value in companies listed on the Indonesia Stock Exchange 2012-2017.

The data used in this research is obtained from financial statement and annual report. The sample selection technique used purposive sampling and obtained six companies with research period in 2012-2017. Data analysis method in this research is panel data regression analysis using Eviews version 9 software.

The result of the data analysis concludes that simultaneously sales growth, return on assets, and institutional ownership have an effect on the value of the company. While partially sales growth has no effect on the value of the company, return on assets and institutional ownership have an effect on the firm's value.

Investors has to pay attention to high corporate institutional ownership and compare the ratio of each company's return on assets before investing in pharmaceutical companies.

Keywords : *Sales Growth, Return On Asset, Institutional Ownership, Firm Value.*