

ABSTRACT

Firm value is the result of management performance can be formed by stock prices through the mechanism of demand and supply in the stock, which is a reflection of the assessment by the public of the company's financial performance in real terms. firm value reflects the results of management's performance in managing the firm where the results will describe the investor's perception of the firm.

The purpose of this study is to examine the value of the goods and consumption sector companies listed on the Indonesia Stock Exchange (IDX) from 2013 to 2017. Another objective is to conduct research on the effect of leverage, company growth and free cash flow on firm value.

Firm value is measured using the Price to Book Value (PBV) ratio, the leverage variable is measured using the Debt to Equity Ratio (DER) ratio, the company's growth is measured using the ratio of asset growth and Free Cash Flow using the ratio of Free Cash Flow to Equity.

The population in this study is the goods and consumption sector companies listed on the Indonesia Stock Exchange (IDX) in 2013-2017. The sampling technique used in this study was purposive sampling. Based on purposive sampling obtained 28 sample companies. The method of data analysis in this study is panel data regression analysis using software eviews 9.

The results of this study indicate that leverage, company growth and free cash flow have a simultaneous effect on firm value. The leverage and free cash flow variables partially have a significant effect on the positive direction of firm value. While the company's growth variables partially have no significant effect on firm value.

Keywords: Company Growth, Firm Value, Free Cash Flow, Leverage.