

## **ABSTRACT**

*Maximizing firm value is one of the company's goals. The high value of the firm indicates that the firm is able to maintain business continuity and is able to improve the welfare of shareholders. So that investors are interested in investing in companies that have high corporate value.*

*This study aims to determine the effect of intellectual capital (VACA, VAHU, STVA) and company size (Ln of Total Assets) on firm value (PBV) in consumer goods manufacturing sector companies listed on the Indonesia Stock Exchange in 2014-2017. The data used in this study was obtained from financial report data. The financial statements are taken from the official website of the Indonesia Stock Exchange.*

*The population in this study is a consumer goods manufacturing sector company listed on the Indonesia Stock Exchange in 2014-2017. The sampling technique used was purposive sampling and obtained 18 companies with a research period of 4 years, so that 72 sample data were obtained. The method of data analysis in this study is multiple linear regression analysis using SPSS 23 software.*

*The results of the study show that simultaneously value added capital employed (VACA), value added human capital (VAHU), structural capital value added (STVA) and company size (Ln of Total Asset) have a significant effect on firm value (PBV). Partially, value added capital employed (VACA) has a significant effect in a positive direction to firm value. Value added human capital (VAHU) not have a significant effect to firm value. Structural capital value added (STVA) not have a significant effect to firm value. Company size (Ln of Total Asset) not have a significant effect to firm value.*

*Based on the results of this study, manufacturing companies in the consumer goods sector needs to improve the management of value added capital employed (VACA) optimally to increase the firm value.*

**Keywords: Intellectual Capital, Company Size, Firm Value**