

ABSTRACT

Company value is an important indicator that must be considered by every company. One of the company's goals is to increase the value of the company which can be realized through structured and good company management that will later be able to achieve the company's goals and vision and mission. Companies with good value can be reflected in the company's stock price. Stable stock prices in a company can attract investors to invest in the company so that it can increase the value of the company both internally and externally.

This study aims to determine the effect of board diversity, financial performance, and dividend policy on Non-Cyclical Consumer Sector Companies Listed on the Indonesia Stock Exchange for the 2015-2020 period, either simultaneously or partially.

The population of this study is the Non-Cyclical Consumer Sector Companies Listed on the Indonesia Stock Exchange for the 2015-2020 Period. Using the purposive sampling method and obtained 90 units of samples. The data analysis method in this study is panel data regression which is processed using Eviews 12 software.

Based on the tests that have been carried out, the results show that board diversity, financial performance, and dividend policy simultaneously affect firm value. While partially board diversity, financial performance, and dividend policy have no effect on firm value,

With this research, researchers hope that companies can improve their company management internally to increase company value. As for the next researcher to add other independent variables that are predicted to affect the value of the company such as company size, financial leverage, capital structure, and corporate social responsibility.

Keywords: *Board Diversity, Dividend Policy, Financial Performance, and Firm Value.*