

ABSTRACT

One of the main goals of the company is to increase the prosperity of the shareholders as evidenced by the increase of firm's value. Firm's value is the price that buyers are willing to pay when the company sells its shares, so the firm's value is often associated with the share price. High corporate value reflects the management's succeed so that the company gains the trust of shareholders.

This study aims to determine the effect of institutional ownership (KI), debt policy (DER), company growth (TAG), and cash holding (CASH) on firm value (Tobin's Q) in food and beverage companies listed on IDX in 2017 -2021. The method used in this study is a quantitative method with secondary data obtained from annual reports and company financial statements taken from the official website of IDX and the company's official website.

The population in this study are food and beverage companies listed on IDX in 2017-2021. The sampling technique used in this study was purposive sampling so that 17 companies are obtained, but there are outlier data so that the sample becomes 14 companies with a research period of 5 years so that there are 57 sample data. The data analysis method in this study is panel data regression analysis using the software Eviews 12.

This study shows that institutional ownership, debt policy, company growth, and cash holding simultaneously affect firm value. Partially, debt policy has a significant negative effect on firm value. Institutional ownership, company growth, and cash holding do not have a significant effect on firm value.

The results of this study are expected to provide an overview for companies to be able to manage their debt well in order to attract investors to invest so that the value of the company increases.

Keywords: Cash Holding, Company Growth, Debt Policy, Firm Value, Institutional Ownership