

## **ABSTRACT**

*Firm value is an important indicator and must be considered by the company. Firm value can provide welfare for shareholders along with increasing share prices. Improving the welfare of shareholders is the desired goal of a company to gain profits. If the shareholders are prosperous, the value of the company will also increase.*

*This study aims to determine the effect of board diversity, managerial ownership, and information transparency on firm value in non-cyclical consumer sector companies listed on the Indonesia Stock Exchange in 2017-2021 either simultaneously or partially.*

*The population of this research is non-cyclical consumer sector companies that are listed on the Indonesia Stock Exchange in 2017-2021. The sampling technique used purposive sampling method. The analysis technique used was panel data regression analysis using Eviews 12 software. The number of samples obtained in this study were 15 companies.*

*Based on the results of the descriptive statistical analysis carried out in this study, 75 data were obtained. The final data is 68 data, because there are 7 outlier data. The results of board diversity and information transparency vary or are grouped. While managerial ownership and corporate value varies or are not grouped.*

*Based on the tests that have been carried out, the results of this study indicate that board diversity, managerial ownership, and information transparency simultaneously affect firm value. Meanwhile, board diversity partially affects firm value, while managerial ownership and information transparency do not affect firm value in consumer non-cyclical sector companies listed on the Indonesia Stock Exchange in 2017-2021.*

*Keywords: Board Diversity, Firm Values, Information Transparency, and Managerial Ownership.*