

ABSTRACT

Company value is something that must continue to be considered by the company. Maximizing company value is very important to achieve the company's main goals. That way the company will be able to continue to compete and can continue to survive in the increasingly fierce global market competition.

This study aims to determine the effect of Capital Structure, Intellectual Capital, Dividend Policy and Company Size on Company Value (Study on Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange in the 2018-2022 Period).

The population in this study is manufacturing companies in the consumer goods industry sector listed on the Indonesia Stock Exchange in the 2018-2022 period. A quantitative approach was taken in this study. The sampling technique is purposive sampling using consideration of certain sample criteria so that the number of samples is 18 research samples with the number of observation data five years in a row as many as 90 observational data. Descriptive statistical analysis and regression of panel data were carried out in this study with Eviews 12 supporting software by conducting several stages of testing.

The results showed that Capital Structure, Intellectual Capital, Dividend Policy, and Company Size together (simultant) significantly affect the value of the company. Partially, capital structure with a significant negative direction affects the value of the company, intellectual capital with a positive direction and significant influence on the value of the company, dividend policy and company size do not have a significant effect on the value of the company.

Research can help companies pay more attention to DER, dividend policy to avoid impairment in the company, also help investors to pay attention to the company's intellectual capital as a reference in the investment process. The next study is expected to be able to choose the current year / period so that the data taken becomes more relevant, and can expand the scope of research by considering other factors that have the potential to affect company value variables that are not in this study.

Keywords: *Firm Value, Capital Structure, Intellectual Capital, Dividend Policy, Company Size.*