ABSTRACT

Company value is the main indicator in assessing the success and effectiveness of the strategy implemented in the company. For companies in the food and beverage subsector listed on the Indonesia Stock Exchange (BEI), company value reflects not only financial performance but also intellectual capital management, company size and investment decisions. Intellectual capital, which includes intangible assets such as knowledge and innovation, as well as company size and investment decisions, can influence a company's competitiveness and growth.

The purpose of this research is to determine the influence of intellectual capital, company size, and investment decisions on company value. This research aims to determine the extent to which each of these variables influences company value and to understand the interaction between this third variable in the context of food and beverage subsector companies listed on the Indonesia Stock Exchange (BEI) during the 2018-2022 period.

The method used in this research is purposive sampling, with a sample consisting of 65 observation data taken from 13 food and beverage subsector companies listed on the Indonesia Stock Exchange (BEI) for the 2018-2022 period. The data analysis technique applied is panel data regression, which is analyzed using Eviews version 12 software.

Based on the results of descriptive statistics, company value as measured using PBV and company size as measured by Ln (Total Assets) shows that the overall data is less varied, intellectual capital as measured using VAIC and investment decisions as measured by TAG shows that the overall data varies.

The research results show that intellectual capital, company size, and investment decisions have a simultaneous influence on company value. Meanwhile, partially intellectual capital and investment decisions have a significant positive effect on company value, company size does not have a significant effect on company value.

Keywords: Intellectual Capital, Investment Decisions, Company Value, Company Size