

## **ABSTRACT**

*One of the successes of firm management can be measured by looking at the firm's value. The firm's value, as determined by stock market value indicators, is strongly influenced by investment opportunities. This means that higher levels of investment decisions result in higher firm value. When a firm's share price increases, it is considered to provide profits for shareholders because the share price represents the shareholder's wealth. Therefore, fluctuations in share prices can affect shareholders' wealth, which in turn influences the firm's value.*

*This research aims to determine the effect of dividend policy, cash holding, and leverage on firm value. The population in this study consists of food and beverage subsector companies listed on the IDX for the 2019-2022 period. A purposive sampling technique was used, resulting in a sample of 12 companies over the 4-year research period. The data analysis method used in this research is panel data regression analysis.*

*The results show that dividend policy, cash holding, and leverage simultaneously influence firm value. However, partial shows that dividend policy and cash holding do not have a significant effect on firm value, while leverage has a significant negative effect on firm value. The research results can help investors in the decision-making process before investing to obtain maximum profits with minimal risk. Additionally, the research results encourage companies to consider the proportion of their debt fairly and the sources used to pay off the debt so that the company's value appears good to investors.*

**Keywords:** *dividend policy, cash holding, leverage and firm value.*