

ABSTRACT

Firm value is one aspect that can influence investors in making decisions. The success of the company is often associated with the stock price, if the stock price is high then the company value is also high. By increasing the company value and stock price, it will attract the attention of investors, because it will provide benefits for investors.

This study aims to determine the effect of investment decisions, dividend policy, and company size on firm value in book 4 banks listed on the Indonesia Stock Exchange for the 2018-2022 period.

In this study, company value is measured using Price to Book Value (PBV). The data used in this study are annual financial reports for the period 2018-2022. The population in this study is banking in book 4 which is listed on the Indonesia Stock Exchange for the period 2018-2022. The sampling technique used was purposive sampling and obtained the number of samples in this study 50 samples, consisting of 10 companies with a period of 5 years, namely 2018-2022. The method used is panel data regression using Eviews 12 software.

The results showed that investment decisions, dividend policies, and company size simultaneously affect firm value. Partially, investment decisions and dividend policy have a significant effect on firm value. While the size of the company partially has no significant effect on firm value. From the results of the research conducted, it is recommended for further research to be able to examine the value of the company by using other variables that may affect the value of the company.

Keywords: *Firm Value, Investment Decision, Dividend Policy, and Company Size*