ABSTRACT

Company value is an indicator that reflects the success of the company in the perception of investors. In general, companies aim to improve the welfare of shareholders by maximizing the value of the company because it is considered to be able to provide maximum welfare if the company's stock price increases. So, the high value of the company will be followed by an increase in the prosperity of shareholders, this makes the value of the company very important for the company. Tobin's Q as a calculation of the value of the company that can predict the performance of a company for investment opportunities.

This study aims to analyze the effect of Islamic social reporting, growth opportunity, and investment opportunity set on company value. Researchers conducted data analysis techniques using descriptive statistical analysis and panel data regression with Eviews 12 software technology. The objects of research used were companies listed on the Jakarta Islamic Index for the 2019-2023 period. Researchers used secondary data with purposive sampling techniques and obtained 9 companies or 45 observation data as research samples.

The results of the study showed that simultaneously Islamic social reporting, growth opportunity, and investment opportunity set had an effect on company value. Partially, Islamic social reporting and growth opportunity did not affect company value. In addition, investment opportunity set has a positive effect on company value.

This study is expected to be a reference for further researchers and can be re-examined by expanding the number of samples and independent variables on other company objects.

Keywords: *Firm Value, Islamic Social Reporting, Growth Opportunity, Investement Opportunity Set*