

ABSTRAK

Penelitian ini merupakan jenis penelitian kuantitatif yang bertujuan untuk menghasilkan bukti empiris pengaruh kepemilikan manajerial dan leverage terhadap nilai perusahaan serta peran kemampuan profitabilitas dalam memoderasi pengaruh kepemilikan manajerial dan leverage terhadap nilai perusahaan. Penelitian ini dimulai dengan mengamati fenomena yang terjadi di seluruh dunia termasuk di Indonesia, yaitu pandemi covid-19 yang telah berdampak signifikan pada berbagai sektor industry. Hal ini menyebabkan perlambatan dalam penjualan perusahaan dan juga memberikan dampak negatif pada pasar modal. Meskipun demikian, pertumbuhan ekonomi di Indonesia berhasil pulih dari pandemi Covid-19. Populasi pada penelitian ini perusahaan consumer non cyclicals yang terdaftar di Bursa Efek Indonesia 2018-2021. Data dalam penelitian ini adalah data sekunder dengan menggunakan purposive sampling, *terdapat 27* sampel perusahaan. Dengan menggunakan metode analisis statistik deskriptif, uji asumsi, uji hipotesis, dan uji Moderated Regression Analysis (MRA). Hasil penelitian membuktikan secara empiris bahwa kepemilikan manajerial tidak berpengaruh terhadap nilai perusahaan, profitabilitas mampu memoderasi pengaruh kepemilikan manajerial terhadap nilai perusahaan, leverage berpengaruh positif terhadap nilai perusahaan, serta profitabilitas tidak mampu memoderasi pengaruh leverage terhadap nilai perusahaan.

Kata Kunci : Kepemilikan Manajerial, Leverage, Nilai Perusahaan, Profitabilitas

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ABSTRACT

This research is a type of quantitative research that aims to produce empirical evidence of the effect of managerial ownership and leverage on firm value and the role of profitability in moderating the effect of managerial ownership and leverage on firm value. This research begins by observing phenomena that are occurring throughout the world, including in Indonesia, namely the Covid-19 pandemic which has had a significant impact on various industrial sectors. This caused a slowdown in the company's sales and also had a negative impact on the capital market. Nonetheless, economic growth in Indonesia has managed to recover from the Covid-19 pandemic. The population in this study is consumer non-cyclicals companies listed on the Indonesia Stock Exchange 2018-2021. The data in this study is secondary data using purposive sampling, there are 27 sample companies. By using descriptive statistical analysis method, assumption test, hypothesis test, and Moderated Regression Analysis (MRA) test. The results of the study prove empirically that managerial ownership has no effect on firm value, profitability is able to moderate the effect of managerial ownership on firm value, leverage has a positive effect on firm value, and profitability is not able to moderate the effect of leverage on firm value.

Keywords : Managerial Ownership, Leverage, Firm Value, Profitability

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