

ABSTRAK

Fuad Husnul Yaqin., 170221100179. Dampak *Brand Value* Terhadap Nilai Perusahaan di Perusahaan yang Terdaftar *Indonesia's 100 Most Valuable Brands 2015 – 2019*. Dibawah bimbingan Bapak Dr. Prasetyono, S.E., M.Si., Ak.

Brand value merupakan nilai bagi perusahaan dan juga aset yang tidak berwujud bagi perusahaan (*intangible asset*). Penelitian ini bertujuan untuk membuktikan pengaruh *brand value* terhadap nilai perusahaan yang diproksikan harga saham. Objek penelitian adalah perusahaan yang terdaftar dalam 100 Most Valuable Brands Indonesia dan Bursa Efek Indonesia 2015-2019. Sampel penelitian berjumlah 250 laporan tahunan berdasarkan purposive sampling dan pengujian hipotesis adalah analisis regresi linier berganda. Diperoleh hasil penelitian yang membuktikan bahwa *brand value* dan *book value per share* tidak berpengaruh terhadap nilai perusahaan. Selain itu, *earning per share* dan *market capitalization* juga berpengaruh terhadap nilai perusahaan. Hasil ini memberi makna bahwa keputusan investor untuk membeli saham adalah keputusan strategis dan jangka panjang dengan pertimbangan prospeknya di masa depan.

Kata kunci: *brand value, book value per share, earnings per share, market capitalization* dan harga saham.

ABSTRACT

Fuad Husnul Yaqin., 170221100179. Impact of Brand Value on Company Value in Companies Listed in Indonesia's 100 Most Valuable Brands 2015 – 2019. Under the guidance of Mr. Dr. Prasetyono, S.E., M.Sc., Ak.

Brand value is the value for the company and also an intangible asset for the company. This study aims to prove the effect of brand value on company value as proxied by stock prices. The research object is a company listed in the 100 Most Valuable Brands of Indonesia and the Indonesia Stock Exchange 2015-2019. The research sample is 250 annual reports based on purposive sampling, and hypothesis testing is multiple linear regression analysis. It has obtained research results that prove that brand value and book value per share does not affect firm value. In addition, earnings per share and market capitalization also affect the value of the company. This result means that the investor's decision to buy shares is a strategic and long-term decision with consideration of its prospects in the future.

Key words: *brand value, book value per share, earnings per share, market capitalization and stock price.*