

ABSTRAK

Ali Ridho, Pengaruh *Debt to Equity Ratio*, *Cost of Equity*, *Return on Asset* dan *Dividend Payout Ratio* terhadap Nilai Perusahaan (Studi Pada Perusahaan Properti dan *Real Estate* yang terdaftar di Bursa Efek Indonesia tahun 2013-2017). Di bawah bimbingan Bapak Prasetyo Nugroho, S.Pi, M.M dan Bapak Hadi Purnomo, S.E, M.M.

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh *debt to equity ratio*, *cost of equity*, *return on asset* dan *dividend payout ratio* secara parsial terhadap nilai perusahaan (PBV). Penelitian ini merupakan penelitian kuantitatif. Dengan jumlah populasi 48 perusahaan properti dan *real estate* yang terdaftar di Bursa Efek Indonesia. Teknik pengambilan sampel menggunakan metode *purposive sampling*, sehingga didapat 10 perusahaan yang telah memenuhi kriteria. Teknik analisis yang digunakan meliputi uji asumsi klasik, uji parsial, regresi linier berganda dan analisis koefisien determinasi dengan menggunakan alat analisis SPSS versi 20.

Berdasarkan hasil penelitian menunjukkan bahwa secara parsial variabel DER berpengaruh tidak signifikan terhadap nilai perusahaan (PBV). *Cost of equity* berpengaruh negatif signifikan terhadap nilai perusahaan (PBV). ROA berpengaruh positif signifikan terhadap nilai perusahaan (PBV). Sedangkan variabel DPR berpengaruh negatif dan tidak signifikan terhadap nilai perusahaan (PBV).

Kata kunci: *Debt to Equity Ratio*, *Cost of Equity*, *Return on Asset* dan *Dividend Payout Ratio*

ABSTRACT

Ali Ridho, The effect of Debt to Equity Ratio, Cost of Equity, Return on Asset and Dividend Payout Ratio towards Company's Value (a study of Property and Real Estate Companies that was listed in Indonesian Stock Exchange on 2013-2017). Under the guidance of Mr. Prasetyo Nugroho, S.Pi, M.M and Mr. Hadi Purnomo, S.E, M.M

This study aimed to identify whether there are any effect of debt to equity ratio, cost of equity, return on asset and dividend payout ratio partially towards company's value (PBV). This is a quantitative study with total population of 48 property and real estate companies that was listed in Indonesian Stock Exchange. Sampling technique used purposive sampling that obtained 10 companies which fit the criteria. Analysis technique included classic assumption test, partial test, multiple linear regression test and coefficient determination analysis by analysis tool spss 20 version.

Based on the results of the research indicate that partially the DER variable has effect non-significant towards company's value (PBV). Cost of equity has negative significant effect towards company's value (PBV), ROA has positive significant effect towards company's value (PBV), whilst DPR has negative non-significant effect towards company's value (PBV).

Keywords: Debt to Equity Ratio, Cost of Equity, Return on Assets and Dividend Payout Ratio