

ABSTRACT

Strategy progress of the company can use Good Corporate Governance. If the company is able to implement Good Corporate Governance in productive manner will increase the confidence of investors. Financial statements of the company is of the sample with purposive sampling technique. The analysis were collected with documentasation. The analysis of the data used is multiple linear regression analysis, classic assumption test, coefficient of determination, t-test and F-test. T-test results obtained significant Good Corporate Governance of $0.012 < 0.05$ which means, Good Corporate Governance has a significant effect on Company Value. Significant level of Return On Assets is $0.390 > 0.05$ which means, Return on Assets does not have a significant effect on Company Value. The test results on the F-test obtained a significant level of $0.040 < 0.05$ meaning, Good Corporate Governance and Return On Assets simultaneously affect the Company's Value. The results of the research can be used as a reference for making decisions by investors in assessing a company.

Keywords : *Good Corporate Governance, Return On Asset & Company Value*

ABSTRAK

Strategi kemajuan perusahaan dapat menggunakan Good Corporate Governance. Apabila perusahaan mampu menerapkan Good Corporate Governance secara produktif akan meningkatkan kepercayaan para investor. Laporan keuangan 6 perusahaan merupakan sampel dengan teknik purposive sampling. Data dikumpulkan dengan dokumentasi. Analisis data yang dipakai yakni regresi linier berganda dengan uji asumsi klasik, koefisien determinasi, uji-t dan uji-F. Hasil uji-t diperoleh signifikan *Good Corporate Governance* $0,012 < 0,05$ artinya, *Good Corporate Governance* berpengaruh signifikan terhadap Ukuran Perusahaan. Taraf signifikan *Return On Asset* sebesar $0,390 > 0,05$ berarti, *Return On Asset* tidak berpengaruh signifikan terhadap Ukuran Perusahaan. Hasil pengujian pada uji-F diperoleh taraf signifikan sebesar $0,040 < 0,05$ artinya, *Good Corporate Governance* dan *Return On Asset* secara simultan berpengaruh terhadap ukuran perusahaan. Hasil dari penelitian bisa dijadikan sebagai rujukan mengambil keputusan oleh investor dalam menilai suatu perusahaan.

Kata Kunci : *Good Corporate Governance, Return On Asset & Ukuran Perusahaan*