

PENGARUH KEBIJAKAN DIVIDEN, KEPUTUSAN INVESTASI DAN KEPUTUSAN PENDANAAN TERHADAP NILAI PERUSAHAAN PADA SEKTOR PERDAGANGAN, JASA DAN INVESTASI DI BURSA EFEK INDONESIA

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Abstrak

Penelitian ini melihat bagaimana kinerja perusahaan dalam hal kebijakan dividen, keputusan investasi, dan keputusan pendanaan. Dalam penelitian ini, perusahaan dari sektor perdagangan, jasa, dan investasi periode 2017-2021 dijadikan objek penelitian. *Purposive sampling* digunakan sebagai teknik pengambilan sampel, dan ditemukan total 19 perusahaan. Data sekunder bersumber dari laporan keuangan perusahaan yang diolah dan dianalisis dengan bantuan beberapa pengujian asumsi klasik dan regresi. Penelitian ini menemukan bahwa tidak ada dampak terhadap nilai perusahaan dari pengujian keputusan investasi dan kebijakan dividen, keputusan pendanaan memiliki pengaruh pada nilai perusahaan, namun dampak terhadap nilai perusahaan jauh lebih besar ketika ketiga faktor tersebut diuji pada waktu yang bersamaan.

Kata kunci: Kebijakan Dividen, Keputusan Investasi, Keputusan Pendanaan, Nilai Perusahaan

THE EFFECT OF DIVIDEND POLICY, INVESTMENT DECISIONS AND FINANCING DECISIONS ON COMPANY VALUE IN THE TRADE, SERVICE AND INVESTMENT SECTORS LISTED ON THE INDONESIAN STOCK EXCHANGE

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Abstract

This study looks at how the company's performance in terms of dividend policy, investment decisions, and financing decisions. In this study, companies from the trade, service and investment sectors for the 2017-2021 period were used as research objects. Purposive sampling was used as the sampling technique, and a total of 19 companies were found. Secondary data comes from the company's financial statements which are processed and analyzed with the help of several classic assumptions and regression tests. This study found that there is no impact on firm value from testing investment decisions and dividend policies, funding decisions have an influence on firm value, but the impact on firm value is far greater when these three factors are tested at the same time.

Keywords: *Dividend Policy, Investment Decision, Financing Decision, Firm Value*