

The Effect of Company Size, Earnings Quality and Investment Decisions on Firm Value (Study on Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange (IDX) 2017 – 2020)

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ABSTRACT

This study aims to analyze the effect of firm size, earnings quality, and investment decisions on firm value. The population in this study is the Industrial Sector Manufacturing companies listed on the Indonesia Stock Exchange (IDX) for the period 2017 – 2020. The sampling method in this study uses a purposive sampling technique, with a research sample of 31 companies. The analytical method used is the SPSS 25 program. Data analysis uses multiple linear regression. The results showed that the coefficient of determination resulted in the Adjusted R² 41.6 %. Based on the results of the simultaneous significance test, it shows that the variables of firm size, earnings quality and investment decisions simultaneously have a positive effect on firm value. The partial significance test shows that firm size has no effect on firm value, earnings quality has a negative effect on firm value, and investment decisions have a positive effect on firm value.

Keywords : firm size, earnings quality, investment decisions, firm value.