

ABSTRACT

This study is performed to test the effect of ROA, institutional ownership, insider ownership, liquidity, and DPR toward company value. The objective to analyze the effect of the company financial ratios performance (ROA, institutional ownership, insider ownership, liquidity, and DPR) toward company value in manufacturing industry over period 2009-2012.

Sampling technique used here is purposive sampling. The data was taken Indonesian Capital Market Directory (ICMD). It is gained sample amount of 15 data. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption is also performed including normality test, multicollinearity test, heteroscedasticity test and autocorrelation test. The result shows ROA and DPR to have influence positive significant toward company value at level of significance less than 5%.

Keywords: ROA, institutional ownership, insider ownership, liquidity, DPR, and company value