

## ***ABSTRACT***

Firm value reflects investors' perceptions of a company's performance and future prospects, which are ultimately reflected in its stock price in the capital market. To enhance firm value, companies not only rely on strong financial performance but also need to implement strategic initiatives, such as Enterprise Resource Planning (ERP). ERP is considered a strategic organizational resource that can improve operational efficiency and support decision-making processes. However, the direct effects of ERP implementation and financial performance on firm value have shown mixed results in previous studies, creating a need for further empirical evidence. This study as a purpose to analyze the effect of Enterprise Resource Planning (ERP) implementation and financial performance on firm value in non-financial companies listed on the Indonesia Stock Exchange (IDX). Financial performance is proxied by ROA and TATO while firm value is proxied by Tobin's Q. The research sample consists of 60 companies obtained through purposive sampling from 863 non-financial companies listed on the IDX, with an observation period of three years before and three years after ERP implementation. Data were analyzed using panel data regression at a significance level of 10%. The results indicate that ERP implementation does not have a significant effect on firm value. ROA has a positive and significant effect on firm value, whereas TATO has a negative and significant effect on firm value.

This study is limited by the relatively small sample size due to the low transparency of ERP implementation disclosures and limited data availability for newly listed companies.

**Keywords:** Enterprise Resource Planning, Financial Performance, Firm Value, Resource-Based View, Signaling Theory