ABSTRACT

The Effect of ROA, DER, and TATO on Tobin's-Q with Firm Size as a Moderating Variable in Palm Oil Plantation Sub-Sector Companies Listed on the Indonesia Stock Exchange for the 2019–2025 Period. This study aims to examine the effect of Return on Assets (ROA), Debt to Equity Ratio (DER), and Total Asset Turnover (TATO) on Tobin's-Q, as well as the moderating role of Firm Size on these relationships, in palm oil plantation sub-sector companies listed on the Indonesia Stock Exchange during the 2019–2025 period. The fluctuation in Tobin's-Q and the inconsistency of previous research findings serve as the main background for this study.

The population of this study consists of all palm oil plantation sub-sector companies listed on the IDX. The sample was selected using purposive sampling technique, resulting in 30 companies with a total of 173 annual observations. The analytical method used is panel data regression with the Fixed Effect Model (FEM) approach after conducting the Chow test and Hausman test. Data were processed using STATA 17 and have met classical assumption tests, with outlier handling through winsorizing at the 5th and 95th percentiles and Asinh transformation. Heteroscedasticity and autocorrelation issues were addressed using robust standard errors.

The results show that: (1) ROA has a positive but insignificant effect on Tobin's-Q; (2) DER has a negative and significant effect on Tobin's-Q; (3) TATO has a positive but insignificant effect on Tobin's-Q; (4) Firm Size does not significantly moderate the relationship between ROA and Tobin's-Q; (5) Firm Size positively but insignificant moderates the relationship between DER and Tobin's-Q; (6) Firm Size does not significantly moderate the relationship between TATO and Tobin's-Q. The adjusted R-squared value for the direct model was 9.12%, and for the model with a moderating variable, it was 9.87%, which means that 90.88% of the variation in the direct model and 90.13% of the variation in the moderated model based on Tobin's Q is explained by factors outside the model.

In conclusion, DER is the main factor negatively affecting firm value, but Firm Size can transform the effect of DER into a positive one even though it is not significant. Company management is advised to manage debt optimally and leverage Firm Size, while investors should consider capital structure and Firm Size in their investment decisions. Future research is encouraged to expand the scope of variables, objects, periods, and use alternative analytical methods.

Keywords: *ROA, DER, TATO, Firm Size, Tobin's-Q, Palm Oil Plantation, Panel Data Regression.*