

ABSTRACT

Firm Value is an increase in the value of equity and company debt. This study aims to examine the influences of Return on Asset, Debt to Equity Ratio, and Size of the Price Book Value with Dividend Payout Ratio as an intervening variable.

The firm used in this study are non-financial company on Kompas Index 100 period of 2014-2018. The analysis technique used is Multiple Linear Regression. This study has population of 89 companies and sample of 27 companies obtained using the Purposive Sampling Method.

The result of this study shows that Return on Asset has significantly positive on Dividend Payout Ratio, Debt to Equity Ratio has significantly positive on Dividend Payout Ratio, Size has significantly positive on Dividend Payout Ratio, Return on Asset has significantly positive on Price Book Value, Debt to Equity Ratio has significantly positive on Price Book Value, Size has significantly positive on Price Book Value, Dividend Payout Ratio has significantly positive on Price Book Value.

Keywords: *Return on Asset, Debt to Equity Ratio, Size, Dividend Payout Ratio, Price Book Value*