

ABSTRACT

This study is performed to test the effect of institutional ownership, insider ownership, liquidity, total asset turnover and asset tangibility toward return on asset (ROA) to impact company value in manufacturing industry over period 2010-2012.

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 only liquidity to have influence toward ROA at level of significance less than 10%, and only DPR have influence toward company value at level of significance less than 5%.

Keywords: institutional ownership, insider ownership, liquidity, total asset turnover, asset tangibility, return on asset (ROA), DPR, and company value