Abstract

This research aimed of this study to analysis the influence of the independent variables are characteristics of the firm (Firm Size, sales growth, DTA and ROA) toward firm value either directly or indirectly if the Dividend Payout Ratio is mediated on the manufacturing companies listed on the Indonesia Stock Exchange 2006-2010 period.

This research, there were 2 (two) independent variables, namely characteristics of the firm (Firm Size, sales growth, DTA and ROA); 1 (one) intervening variable, namely DPR; and 1 (one) dependent variable, namely firm value. Sampling selection used *purposive sampling* method. sample used were 11 firms. Data obtained on the annual report, on the basis of the publication of Indonesian Capital Market Directory (ICMD). Analysis technique used is two-stage regression analysis (path analysis).

Result of this research showed that this model reasonable to be used because had fulfilled classical assumption. Based on the test R^2, that the predictive ability of the four independent variables toward DPR and firm value are 18,1% and 25,4%. Based on the F test (goodness of fit) shows that both models fit for use because it has a significance value less than 5% of alpha value. Based on T test showed that in model 1, the sales growth is positive and significant impact of DPR, and DTA is negative and significant impact of DPR because it has a significance value less than 5% of Alpha value. And in model 2, firm size is positive and significant impact of firm value, and ROA is positive and significant impact of firm value. However, based on testing the mediation effect, DPR not proved as an intervening variable on the relationship characteristics of the firm (Firm Size, sales growth, DTA and ROA) toward firm value, because the coefficient of the direct effect of the characteristics of the firm (Firm Size, sales growth, DTA and ROA) to firm value is greater than the indirect effect through DPR.

Key Words: Firm Value, *firm size, sales growth,* ROA, DTA, DPR and dan Manufacturing Companies