

ABSTRACT

This study aims to examine the effect of profitability, dividend payout ratio, liquidity, asset tangibility, total asset turnover on the firm value. The insider ownership is put as a moderating variable in the model.

The population in this study are all manufacturing companies listed on the Indonesia Stock Exchange in 2015-2018. The secondary data from 60 companies were obtained by purposive sampling technique and analyzed by Moderated Regression Analysis (MRA).

The results show that the profitability, dividend payout ratio and liquidity have a significant positive effect in the firm value, whereas the asset tangibility and total asset turnover do not. The insider ownership strengthens the effect of both the profitability and dividend payout ratio on the firm value

Keyword : *profitability, dividend payout ratio, liquidity, asset tangibility, total asset turnover, insider ownership, and firm value*