

ABSTRACT

This study is performed to test the effect of debt policy, investment policy, profitability, liquidity, activity, dividend policy, and environmental performance toward company value. The objective to analyze the effect of the company financial ratios performance (debt policy, investment policy, profitability, liquidity, activity, dividend policy, and environmental performance) toward company value in real estate and property industry over period 2012-2014.

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 debt policy, investment policy, profitability, dividend policy, and environmental performance to have influence toward company value at level of significance less than 5%.

Keywords: debt policy, investment policy, profitability, liquidity, activity, dividend policy, environmental performance and company value