

ABSTRACT

**THE EFFECT OF MARKET TO BOOK VALUE, PROFITABILITY,
AND FIRM SIZE ON HEDGING DECISION
OF PT UNILEVER INDONESIA TBK**

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The purpose of this research was to learned and analyzed 1) Market to Book Value, Profitability, Firm Size, and Hedging Decission of PT. Unilever Indonesia, Tbk in 2007-2022. 2) The effect of Market to Book Value, Profitability, and Firms Size on Hedging Decission in PT. Unilever Indonesia Tbk. The analyzing tool used was multiple linear regression, detterminant coefficient and hypothesis testing. Based on the result of the reseach, was confirmed that Market to Book Value, Profitability, Firm Size, and Hedging Decission of PT. Unilever Indonesia in 2007-2022 experienced fluctuations. Market to Book Value, Profitability, and Firm Size positively effected simultaneously on Hedging Decission. Whilst partially Market to Book Value not effected significant on Hedging Decission, Profitability effected significant on Hedging Decission, and Firm Size effected significant on Hedging Decission.

Keyword: *Market to Book Value, Profitability, Firms Size, and Hedging Decission.*

ABSTRAK

PENGARUH *MARKET TO BOOK VALUE*, PROFITABILITAS, DAN *FIRM SIZE* TERHADAP KEPUTUSAN *HEDGING* (Studi Pada PT. Unilever Indonesia, Tbk)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis 1) *Market to Book Value*, Profitabilitas, *Firm Size*, dan Keputusan *Hedging* pada PT. Unilever Indonesia, Tbk tahun 2007-2022. 2) Pengaruh *Market to book Value*, Profitabilitas, dan *Firm Size* terhadap Keputusan *Hedging* pada PT. Unilever Indonesia, Tbk. Alat analisis yang digunakan adalah regresi linear berganda, koefisien determinasi dan pengujian hipotesis. Berdasarkan hasil penelitian diketahui bahwa *Market to Book Value*, Profitabilitas, *Firm Size*, dan Keputusan *Hedging* pada PT. Unilever Indonesia, Tbk tahun 2007-2022 mengalami fluktuasi. Secara simultan *Market to book Value*, Profitabilitas, dan *Firm Size* berpengaruh signifikan terhadap Keputusan *Hedging*. Sedangkan secara parsial *Market to Book Value* tidak berpengaruh signifikan terhadap Keputusan *Hedging*, Profitabilitas berpengaruh signifikan terhadap Keputusan *Hedging*, dan *Firm Size* berpengaruh signifikan terhadap Keputusan *Hedging*.

Kata Kunci: Market to book Value, Profitabilitas, Firm Size, dan Keputusan Hedging.