

ABSTRACT

THE EFFECT OF SALES GROWTH, RETURN ON EQUITY, AND DEBT TO EQUITY RATIO ON FIRM VALUE

(Survey in Property and Real Estate Companies Listed on The Indonesian Stock Exchange Period 2017-2022)

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This research aims to determine about: (1) Sales growth, return on equity, debt to equity ratio, and firm value in property and real estate companies period 2017-2022. (2) The effect of sales growth, return on equity, debt to equity ratio, simultaneously on firm value in property and real estate companies period 2017-2022. (3) The effect of of sales growth, return on equity, debt to equity ratio, partially on firm value in property and real estate companies period 2017-2022. The population in this study is the entire property and real estate companies listed on the Indonesia Stock Exchange. The metode used in this study is quantitative with survey approach and analysis method using regression of panel data. Selection of samples using the purposive sampling obtained fourty four companies as a sample. The results of this study showed that: (1) Sales growth, return on equity, debt to equity ratio, and firm value have increased and decreased values in property and real estate companies period 2017-2022. (2) Sales growth partially has no significant effect on firm value, return on equity partially has significant positive effect on firm value, debt to equity ratio has significant positive effect on firm value. (3) Sales growth, return on equity, debt to equity ratio simultaneously has significant effect on firm value.

Keywords: Sales growth, return on equity, debt to equity ratio, firm value

ABSTRAK

PENGARUH SALES GROWTH, RETURN ON EQUITY, DEBT TO EQUITY RATIO TERHADAP FIRM VALUE

(Survei pada Perusahaan *Property* dan *Real Estate* yang terdaftar di Bursa Efek Indonesia Periode 2017-2022)

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Penelitian ini bertujuan untuk mengetahui: (1) *Sales growth, return on equity, debt to equity ratio*, dan *firm value* pada perusahaan *Property* dan *real estate* periode 2017-2022. (2) Pengaruh *Sales growth, return on equity, debt to equity ratio*, terhadap *firm value* secara bersama-sama pada perusahaan *Property* dan *real estate* periode 2017-2022. (3) Pengaruh *Sales growth, return on equity, debt to equity ratio*, terhadap *firm value* secara parsial pada perusahaan *Property* dan *real estate* periode 2017-2022. Populasi dalam penelitian ini adalah seluruh Perusahaan *Property* dan *real estate* yang terdaftar di Bursa Efek Indonesia. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan survei dan metode analisis menggunakan regresi data panel. Pemilihan sampel dengan menggunakan teknik purposive sampling dan memperoleh sampel sebanyak empat puluh empat perusahaan. Hasil penelitian ini menunjukkan bahwa: (1) *Sales growth, return on equity, debt to equity ratio*, dan *firm value* mengalami kenaikan dan penurunan pada perusahaan *Property* dan *real estate* periode 2017-2022. (2) *Sales growth* secara parsial tidak berpengaruh signifikan terhadap *firm value*, secara parsial *return on equity* berpengaruh positif dan signifikan terhadap *firm value*, *debt to equity ratio* secara parsial berpengaruh positif dan signifikan terhadap *firm value*. (3) *Sales growth, return on equity, debt to equity ratio* secara bersama-sama berpengaruh positif dan signifikan terhadap *firm value*.

Kata Kunci: *Sales growth, return on equity, debt to equity ratio, firm value*