ABSTRACK

THE EFFECT OF NET PROFIT MARGIN, DEBT TO EQUITY RATIO AND DIVIDEND POLICY ON FIRM VALUE

(Survey on Food and Beverage Sub-Sector Manufacturing Companies Listed on the Indonesia Stock Exchange for the Period 2017-2023)

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The purpose of this study was to examine how the influence of Net Profit Margin, Debt to Eqity Ratio and Dividend Policy on Firm Value in manufacturing companies in the Food and Beverage sub-sector on the Indonesia Stock Exchange (IDX). The research method used is panel data regression analysis with a descriptive quantitative approach, while the sample withdrawal technique uses purposive sampling. The data collection technique used for secondary data is obtained from the company's annual financial statements. The results showed that: (1) Net Profit Margin has an effect on firm value, (2) Debt to Equity Ratio has an effect on firm value, and (3) Dividend Policy has no effect on Firm Value..

Keywords: Net Profit Margin, Debt to Equity Ratio, Dividend Policy, Firm Value