

Pengaruh Investment Decision Para Investor Di Moderasi oleh Profitability Terhadap Firm Value Pada Perusahaan di Bursa Efek Indonesia Periode 2018-2021 = The Impact of Investors' Investment Decision Moderated by Profitability on Firm Value in Companies Listed on the Indonesia Stock Exchange During the Period 2018-2021

Syamil Jihad, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920526440&lokasi=lokal>

Abstrak

Penelitian ini mengkaji pengaruh investment decision (PER) para investor dan profitability (ROE) terhadap firm value (TOBINSQ) di pasar modal Indonesia selama periode 2018-2021. Menggunakan data panel fixed effect standard robust dan metode purposive sampling pada perusahaan yang terdaftar di Bursa Efek Indonesia, penelitian ini menemukan bahwa keputusan investasi berpengaruh signifikan dan positif terhadap nilai perusahaan. Selanjutnya, profitabilitas berperan sebagai variabel moderasi yang memperkuat hubungan antara keputusan investasi dan nilai perusahaan. Dengan meningkatnya profitabilitas, efek positif dari keputusan investasi pada nilai perusahaan semakin kuat. Hasil ini menunjukkan pentingnya profitabilitas dalam membentuk persepsi investor tentang nilai perusahaan.

.....This study examines the influence of investor's investment decision (PER) and profitability (ROE) on firm value (TOBINSQ) in the Indonesian capital market during the 2018-2021 period. Using a robust standard fixed-effect panel data and purposive sampling method on companies listed on the Indonesia Stock Exchange, this study finds that investment decisions significantly and positively influence the firm value. Furthermore, profitability acts as a moderating variable that strengthens the relationship between investment decisions and firm value. As profitability increases, the positive effect of investment decisions on firm value becomes stronger. These results underscore the importance of profitability in shaping investors' perceptions of firm value.