

ABSTRACT

Company value is an investor's perception of the company's success in prospering investors with growing stock prices. The company's goal on company value is success in managing the company so that it gains the trust of investors to invest. The greater the value of the company, the investor's confidence can be reflected in the increasing share price.

This study aims to determine the effect of intellectual capital consisting of Value Added Capital Employed (VACA), Value Added Human Capital (VAHU), Structural Capital Value Added (STVA) and firm size on firm value in the consumer goods industrial sector companies that listed on the Indonesia Stock Exchange in 2018-2019.

The research method uses quantitative methods. Panel data regression analysis method using the Eviews 12 application. The population of this study uses the consumer goods industry sector listed on the Indonesia Stock Exchange. The research sample used is 25 companies listed on the Indonesia Stock Exchange in 2018-2020 with a 3-year period of 75 samples.

Based on the results of simultaneous testing, it is known that the size of the company and intellectual capital include Value added capital employed, Value added human capital, Structural Capital Value added affects the value of the company. Partially Value added capital employed (VACA) has a positive effect on firm value, firm size and value added human capital (VAHU), Structural Capital Value added (STVA) has no effect on firm value.

Suggestions for further research are measuring using different measurements for firm value such as Tobin's Q or Price Earning Ratio (PER) and adding other independent variables to explain the independent variables that affect firm value.

Keywords: Firm Value, Firm Size, Intellectual Capital, Value added capital employed (VACA), Value added human capital (VAHU), Structural Capital Value added (STVA)