

ABSTRACT

Firm value is the basis for measuring the company to assess whether the company is good or not for investors in investing or investing. The value of the company is a long-term target for the company because it shows the movement of shares on the Indonesia Stock Exchange and becomes a consideration for investors in determining the right company.

This study was conducted with the aim of analyzing and testing the effect of firm size (Ln Total Assets) and Intellectual Capital (VAIC) on firm value (PBV) in pharmaceutical sub-sector companies listed on the Indonesia Stock Exchange in 2017-2020.

The data is obtained from the financial statements of companies from the pharmaceutical sub-sector companies listed on the Indonesia Stock Exchange in 2017-2020 as the population in the study. The sample used in this study were 8 companies with a research period of 4 years with 32 data processed using a sample selection technique, namely purposive sampling. This research uses panel data regression analysis method using Eviews 12 software.

Based on the results of the research that has been done, the results obtained in descriptive statistics are that all companies have an average of 2.69 and a standard deviation of 2.05 which shows that the variable company value tends to be homogeneous and does not vary. The independent variables, namely firm size and intellectual capital, show that the average value is greater than the standard deviation, which means that firm size and intellectual capital data tend to be homogeneous and do not vary.

The results of the research that have been carried out show that firm size and intellectual capital have a simultaneous effect on firm value. Partially, firm size has a significant negative effect on firm value. The intellectual capital variable shows that it has no effect on firm value.

Keywords: Firm Size, Firm Value, Intellectual Capital