ABSTRACT

Company value is an achievement that aligns with the desires of the company owner, as an increase in company value will affect the improvement of the owner's welfare. There are several models to predict company value, and in this study, the Price Book Value (PBV) model is used.

This study aims to examine and analyze the effect of sales growth, growth opportunity, and dividend policy on firm value. The object of this research is the Banking Sub-sector listed on the Indonesia Stock Exchange in the period of 2019–2023. The data for this study were obtained from the companies' annual reports. The population of this research consists of banking sub-sector companies listed on the Indonesia Stock Exchange. The sampling technique used in this study is purposive sampling, with a population of 32 companies and a research period of 2019–2023, resulting in 160 observational sample data observed over five years. The analytical method used in this study is panel data regression analysis, processed using EViews 12 software.

The results of this study demonstrate that sales growth, growth opportunity, and dividend policy simultaneously influence firm value. Partially, sales growth has a significant effect on firm value, and growth opportunity also has a significant effect on firm value. Meanwhile, dividend policy does have a significant effect on firm value.

Keywords: Firm Value; Sales Growth; Growth Opportunity; Dividend Policy.