

**PENGARUH *GOOD CORPORATE GOVERNANCE (GCG)*, *RETURN ON ASSETS (ROA)*, DAN *LEVERAGE* TERHADAP NILAI PERUSAHAAN
(Studi Empiris pada Industri *Consumer Goods* yang Terdaftar di Bursa Efek Indonesia (BEI) Periode 2017-2019)**

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ABSTRAK

Nilai Perusahaan merupakan persepsi investor terhadap seberapa besar tingkat keberhasilan perusahaan dalam mengelola sumber daya yang erat kaitannya dengan harga saham perusahaan. Penelitian ini menguji Pengaruh *Good Corporate Governance (GCG)*, *Return On Assets (ROA)* dan *Leverage* Studi Empiris pada Industri *Consumer Goods* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2017-2019. Pengukuran *Good Corporate Governance* menggunakan proksi Kepemilikan Manajerial, Dewan Komisaris, dan Dewan Direksi, sedangkan pengukuran *Leverage* menggunakan proksi *Debt to Equity Ratio (DER)*. Tujuan penelitian ini untuk mengetahui pengaruh *Good Corporate Governance* dengan proksi Kepemilikan Manajerial terhadap Nilai Perusahaan, pengaruh *Good Corporate Governance* dengan proksi Dewan Komisaris terhadap Nilai Perusahaan, pengaruh *Good Corporate Governance* dengan proksi Dewan Direksi terhadap Nilai Perusahaan, pengaruh *Return On Assets* terhadap Nilai Perusahaan, dan pengaruh *Leverage* dengan proksi *Debt to Equity Ratio* terhadap Nilai Perusahaan. Populasi penelitian ini yaitu perusahaan Industri *Consumer Goods* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2017-2019 yang terdiri dari 60 Perusahaan. Penentuan sampel menggunakan metode *purposive sampling*, sampel penelitian ini sebanyak 14 perusahaan. Jenis penelitian ini adalah kuantitatif. Data yang digunakan berupa data sekunder dari laporan keuangan dan laporan tahunan perusahaan. Hasil penelitian membuktikan bahwa Kepemilikan Manajerial tidak memiliki pengaruh terhadap Nilai Perusahaan, Dewan Komisaris dan *Return On Asset* memiliki pengaruh positif signifikan terhadap Nilai Perusahaan, sedangkan Dewan Direksi dan *Debt to Equity Ratio* memiliki pengaruh negatif signifikan terhadap Nilai Perusahaan.

Kata Kunci : *Good Corporate Governance*, Kepemilikan Manajerial, Dewan Komisaris, Dewan Direksi, *Return On Assets*, *Debt to Equity Ratio*, Nilai Perusahaan.

***THE EFFECT OF GOOD CORPORATE GOVERNANCE (GCG), RETURN ON ASSETS (ROA), AND LEVERAGE ON THE VALUE OF THE COMPANY
(Empirical Study on the Consumer Goods Industry Listed on the Indonesia Stock Exchange (IDX) for the 2017-2019 Period)***

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ABSTRACT

Firm Value is the investor's perception of how much success the company has in managing its resources, which is closely related to the company's stock price. This study examines the effect of Good Corporate Governance (GCG), Return on Assets (ROA) and Leverage Empirical Studies on the Consumer Goods Industry listed on the Indonesia Stock Exchange (IDX) for the 2017-2019 period. The measurement of Good Corporate Governance uses the proxy of Managerial Ownership, the Board of Commissioners and the Board of Directors, while the measurement of Leverage uses the proxy Debt to Equity Ratio (DER). The purpose of this study was to determine the effect of Good Corporate Governance with the proxy of Managerial Ownership on Company Value, the effect of Good Corporate Governance with the Proxy of the Board of Commissioners on Company Value, the effect of Good Corporate Governance with the Proxy of the Board of Directors on Company Value, the effect of Return On Assets on Company Value, and the effect of Leverage with the proxy of Debt to Equity Ratio to Firm Value. The population of this research is the Consumer Goods Industry companies listed on the Indonesia Stock Exchange (BEI) for the 2017-2019 period, which consists of 60 companies. Determination of the sample using purposive sampling method, this research sample of 14 companies. This type of research is quantitative. The data used is in the form of secondary data from financial reports and company annual reports. The results of the study prove that Managerial Ownership has no effect on Firm Value, the Board of Commissioners and Return On Assets have a significant positive effect on Firm Value, while the Board of Directors and Debt to Equity Ratio have a significant negative effect on firm value.

Keywords: Good Corporate Governance, Managerial Ownership, Board of Commissioners, Board of Directors, Return On Assets, Debt to Equity Ratio, Company Value.