ABSTRACT

Fridawati Ayu Andani, Corporate Value Determinants in the Consumer Goods Industry listed on Indonesia Stock Exchange Period 2013 – 2016. (Guided by Eka Bertuah)

This study aims to determine what factors can be a determinant of Corporate Value which is viewed based on financial performance of financial ratios. Data analysis technique using Discriminant Analysis. Sampling technique using Purposive Sampling. Samples taken as many as 128 observations that all companies in the Consumer Goods Industry.

Based on the result of research, it can be concluded that (a) NPM, GPM, DAR, DER and TATO have significant influence to ROE, ROA, NPM, DER, CR and TATO become the determinant of ROE, but the most dominant NPM influences and becomes decision in ROE (c) There are 13 samples or observations entered into the negative ROE group and 115 samples are entered into the positive ROE group.

Keywords: Liquidity Ratio, Solvency Ratio, Profitability Ratio, Activity Ratio and Corporate Value