

ABSTRACT

Billy Octario (201312316), The study of financial management policy and profitability on firm value for manufacturing company of consumer goods industry than listed in the Indonesia Stock Exchange 2011-2015 period (led by **Dr. Sudarwan Ak, M.Acc.CIA**).

The research main purpose is to know the firm value can be affected by some variables like investment decision, financing decision, dividend policy, and profitability.

The firm value in proxy is using Price Book Value (PBV). Investment decision measured with Total Asset Growth (TAG). The financing decision can be measured with Debt to Equity Ratio (DER). Dividend policy measured with Dividend Payout Ratio (DPR). Profitability measured with Net Profit Margins (NPM).

The analytical method used in this study is multiple regression analysis. The results of this study obtained based on Simultaneous Test (f test) shows that investment decision variables, funding decisions, dividend policy, and profitability affect the value of the company. The result of this research from simultan test (f test) showed only financing decision and profitability variable that affected towards firm value. In opposite for investment decision and dividend policy can not affects the firm value.

Keyword: Investment decisions, financing decisions, dividend policy, profitability, firm value.