

## **ABSTRACT**

*One of the company's goals is to maximize the value of its company. By maximizing the value of the company, it means that the company in making decisions is required to always take into account the consequences of the value or price of its shares. With a high corporate value, investors will be interested in investing in the company.*

*This study aims to determine the effect of dividend policy, leverage and profitability on firm value in the consumer goods industry sector manufacturing companies listed on the Indonesia Stock Exchange in 2013-2018. The data in this study uses secondary data sources in the form of annual financial statements from 2013-2018.*

*The population in this study are consumer goods manufacturing sector manufacturing company listed on the Indonesia Stock Exchange. The sample selection technique used was purposive sampling and obtained a sample of 12 companies with a research period of 2013-2018. The method of data analysis in this study is panel data regression analysis using Eviews version 10 software.*

*Based on the results of the study, the dividend policy, leverage and profit performance are simultaneously having a significant effect on the value of the company at consumer goods manufacturing sector manufacturing company listed on the Indonesia Stock Exchange. While partially dividend policy has a significant negative effect on firm value at consumer goods manufacturing sector manufacturing company listed on the Indonesia Stock Exchange. Whereas leverage and profitability do not have a significant effect on firm value at consumer goods manufacturing sector manufacturing company listed on the Indonesia Stock Exchange.*

*Based on the results of research that has been obtained, companies need to pay attention to dividend policy. So the company can convince shareholders to invest in the company to increase the value of the company.*

**Keywords : Dividends Policy, Leverage, Profitability, Company Value**