

## **ABSTRACT**

*The aim of each company is to increase the value of the company which can maximize shareholder wealth. Factors that can affect the firm value are financial policies consisting of investment decisions, financial leverage and dividend policies. In addition to financial policy, there are other factors that can affect a company's value, namely managerial ownership, profitability, and company size. Therefore this study aims to examine the effect of financial policy, managerial ownership, profitability, and firm size on the firm value in the automotive and sector sub sector companies listed on the Indonesia Stock Exchange in the 2014-2018 period.*

*The population in this study is the automotive sector and component companies listed on the Indonesia Stock Exchange in the 2014-2018 period. The sample technique used is purposive sampling, and obtained a sample of 5 companies. The data analysis technique used in this study is multiple linear regression analysis and hypothesis testing using t test, F test, and the coefficient determination.*

*The results of data processing show that partially investment decisions, dividend policy, managerial ownership, and firm size do not affect the firm value, while financial leverage and profitability affect the firm value. Simultaneously investment decisions, financial leverage, dividend policy, managerial ownership, profitability, and firm size affect the firm value.*

*Keywords: Financial Policy, Managerial Ownership, Profitability, Firm Size, Firm Value*