

ABSTRACT

Firm Value is the view of investors on the level of success of managers in managing company resources. The value of the company can be assessed and provides an overview of the welfare of stakeholders through the number of shares. The purpose of this study is to determine the effect of Family Ownership, Public Ownership Structure, and Dividend Policy on Company Value in the Consumer Goods Industry Sector Companies listed on the Indonesia Stock Exchange in 2015-2019.

Family ownership was measured using a dummy variable. Public ownership structure is measured by dividing the results of the number of shares owned by the community by the number of shares outstanding. Dividend policy was measured using the Dividend Payout Ratio. And firm value is measured using Tobin's Q.

This research is a quantitative study using the method of obtaining observational data. Data processing was carried out using eviews10 application assistance using descriptive analysis techniques and panel data regression analysis techniques. This study uses secondary data in the form of company annual reports obtained from the Indonesia Stock Exchange website.

Based on the test results using panel data regression method, it was found that simultaneously family ownership, public ownership structure, and dividend policy simultaneously affect firm value. While partially, family ownership has no effect, and the structure of public ownership has a negative effect. Meanwhile, dividend policy has no effect on firm value.

The results of this study were expected for future researchers to used research objects in other sectors or industries other than the consumer goods industry so that research results can be compared and use the latest research period so that research results are more relevant.

Keywords: *Company Value, Dividend Policy, Family Ownership, Public Ownership Structure*