

ABSTRACT

Company value can be used as a measure of the success of a company in carrying out its operations. The high value of the company reflects that the company has good performance and is considered to be able to improve the welfare of investors. Therefore, investors will be more interested in investing in companies that have high firm value.

This study aims to determine the effect of profitability, independent commissioners, institutional ownership, and managerial ownership on firm value in non-cyclicals consumer sector companies listed on the Indonesia Stock Exchange for the 2018-2020 period, either simultaneously or partially.

The method in this study uses quantitative methods. The data used in this study is secondary data in the form of the company's annual report. The population in this study are non-cyclicals consumer sector companies listed on the Indonesia Stock Exchange for the 2018-2020 period. The sampling technique used was purposive sampling which obtained 57 samples from 19 companies with a research period of three years. The data analysis method in this study is panel data regression analysis using Eviews version 12 software.

The results of this study indicate that profitability, independent commissioners, institutional ownership, and managerial ownership simultaneously have a significant effect on firm value. Partially, profitability and institutional ownership have a positive and significant effect on firm value. Meanwhile, independent commissioners and managerial ownership have no effect on firm value.

Further research is suggested to replace managerial ownership proxies with dummy variables and institutional ownership proxies with competence or experience in accounting and finance. Companies are advised to improve the efficiency of their business activities, so as to improve or increase the company's profitability. In addition, the results of this study can be additional information for investors in making investment decisions.

Keywords: *firm value, independent commissioners, institutional ownership, managerial ownership, profitability*