

ABSTRACT

The value of the company is the perception of investors to the success rate of the company in managing resources reflected in the company's share price. The higher the stock price, the higher the value of the company, on the contrary, the lower the stock price, the value of the company is also low. Investors are attracted to the high value of the company because it means that the prosperity that investors will receive is high.

This research was conducted with the aim of determining the influence of sales growth, dividend policy, cash holding on company value simultaneously and partially. The population in this study is the property, real estate, construction and building sectors listed on the Indonesia Stock Exchange in 2017-2021.

The samples in this study were determined by the purposive sampling method so that 10 companies were obtained with an observation period of five years. The analysis used in this study was panel data regression using Eviews 12 software.

The results of hypothesis testing that have been carried out show that simultaneously sales growth, dividend policy, cash holding affect the value of the company. Partially, sales growth and dividend policy have a positive effect on the value of the company. Meanwhile, cash holding has no effect on the value of the company. The results of the descriptive statistical results of firm value and cash holding have an average value greater than the standard deviation, which means that the variable data does not vary and is grouped. Meanwhile, sales growth and dividend policy have an average value smaller than the standard deviation, which means that the variable data varies and is not grouped.

Furthermore, researchers are expected to extend the research period, replace research objects or add research variables such as leverage and company size to obtain more accurate results. For investors, before investing, pay attention to companies that have good or bad company values to obtain optimal profits. For investors, before investing, pay attention to companies that have good or bad company values to obtain optimal profits. For companies, it is advisable to always publish financial reports regularly that display the growth of the company's value in order to attract investors to invest.

Keywords: Sales Growth, Dividend Policy, Cash Holding, Company Value