

ABSTRACT

Company Value is a condition that has been achieved by a company as an illustration of public trust in the company after going through a process of activity for several years, namely since the company was founded until now. Firm value has a vital role in the company because maximizing the value of the company reflects that the performance of a company is carrying out its duties well for the company, the manager has increased the value of the company and the manager can increase prosperity for shareholders. The level of success of a company is often associated with the stock price which can be interpreted as the value of the company.

This research aims to determine the effect of managerial ownership, institutional ownership, and market activity on firm value. The research method used in this research is causal quantitative.

The population in this study are property & real estate sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period. The sampling technique used in this study was purposive, and a total of 245 sample units were obtained. The data processed is secondary data obtained through the official IDX website. The data analysis method used in this study was panel data regression analysis using Eviews 12 software.

The results of the study simultaneously show that managerial ownership, institutional ownership, and market activity have a significant effect on firm value. Partially, managerial ownership and institutional ownership have no effect on firm value, while market activity has a negative effect on firm value.

Based on the research results, it is suggested that companies further improve managerial parties' performance in increasing firm value. As for market activity, it is suggested that company management take advantage of market activity performance because, in this study, it is stated that market activity can affect the value of a company.

Keywords: Managerial Ownership, Institutional Ownership, Market Activity, Firm Value