

## **ABSTRACT**

*Firm value is crucial for investors who want to invest in publicly listed companies, as it is often associated with the rise in stock prices. When a company's stock price increases, the firm's value also rises. Achieving high firm value is important because it aligns with the goal of maximizing shareholder profits, which is the main objective of a company. This study aims to examine the influence of intellectual capital, cash holding, and board diversity on firm value in the property and real estate sub-sector listed on the Indonesia Stock Exchange from 2018 to 2022.*

*The sampling technique used in this study is purposive sampling, resulting in 18 companies with a total of 90 data points. The data analysis method employed is panel data regression analysis, utilizing secondary data in the form of annual reports over the study period. This research uses Eviews 12 software for data processing. The results of this study indicate that intellectual capital, cash holding, and board diversity simultaneously affect firm value. However, partially, intellectual capital do not affect firm value, whereas cash holding and board diversity has a positive effect on firm value.*

*Keywords: board diversity, cash holding, company value, and intellectual capital*