

ABSTRAK

Fitri, Ninda Aulia. 2024. “Pengaruh *Growth Opportunity* dan Profitabilitas Terhadap Nilai Perusahaan Sub Sektor Kosmetik yang Terdaftar di IDX Periode 2018-2022”. Skripsi Program Studi Manajemen. Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. Pembimbing (1) Fanlia Prima Jaya (2) Syamsuddinnor.

Tujuan dari penelitian ini adalah untuk mengetahui apakah *growth opportunity* dan profitabilitas berpengaruh terhadap nilai perusahaan sub sektor kosmetik yang terdaftar di IDX periode 2018-2022. *Growth opportunity* diukur dengan GO atau *Total Assets* (TA) dan *Price Earning Ratio* (PER). Profitabilitas diukur dengan rasio keuangan, antara lain *Return On Asset* (ROA) dan *Return On Equity* (ROE). Nilai Perusahaan diukur dengan *Price Book Value* (PBV) dan Tobins' Q.

Populasi dalam penelitian ini adalah seluruh perusahaan sub sektor kosmetik yang terdaftar di IDX. Sample diambil berdasarkan teknik *purposive* sampling dan berdasarkan kriteria yang telah ditentukan maka diperoleh sample sebanyak 6 perusahaan dengan jumlah pengamatan sebesar 8 perusahaan. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan alat bantu SPSS (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa *growth opportunity* berpengaruh signifikan terhadap nilai perusahaan. Profitabilitas tidak berpengaruh negatif signifikan terhadap nilai perusahaan. *Growth opportunity* dan profitabilitas berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : *Growth Opportunity*, Profitabilitas dan Nilai Perusahaan

ABSTRACT

Fitri, Ninda Aulia. 2024. *“The aim of this research is to determine whether growth opportunity and profitability affect the firm value of cosmetic sub-sector companies listed on the IDX during the period 2018-2022”*. Management Study Program Thesis. Mentor (1) Fanlia Prima Jaya (2) Syamsuddinor.

The aim of this research is to determine whether growth opportunity and profitability affect the firm value of cosmetic sub-sector companies listed on the IDX during the period 2018-2022. Growth opportunity is measured using Total Assets (TA) and Price Earning Ratio (PER). Profitability is measured using Return On Assets (ROA) and Return On Equity (ROE). Firm Value is measured using Price Book Value (PBV) and Tobins' Q.

The Population of this study consists of all cosmetic sub-sector companies listed on IDX. The sample was selected using purposive sampling technique, from which 6 companies were selected based on predetermined criteria with a total of 8 observation. The analysis method employed is multiple linear regression using SPSS (Statistical Product and Service Solutions).

The result indicates that growth opportunity significantly influences firm value. Profitability doesn't have influence on firm value. Both growth opportunity and profitability have a significant influence on firm value.

Keywords: *Growth Opportunity, Profitability and Firm Value*