

ABSTRACT

Firm's value is investor perception of the company, which is often related with stock prices. The high stock price makes the value of the company high. The high value of the company will make the market believe not only the present condition of the company but also the prospect of the company.

This study aims to analyze the influence of growth opportunity and leverage on firm value with profitability as intervening variable on consumer goods companies of Indonesia Stock Exchange. The population of the study was the consumer goods industry listed on Indonesia Stock Exchange in period 2011-2014. The method of the collecting data is purposive sampling with some criterias with the total number of 17 samples of consumer goods companies. The data used secondary data which obtained from ICMD (Indonesia Capital Market Directory) in period 2011-2014. The study analyzed by multiple regression supported by SPSS 16 software.

The result of the study shows that 1) growth opportunity has a positive and significant influence towards firm value, 2) profitability has a positive and significant influence towards firm value, 3) leverage has a negative and not significant influence towards firm value, 4) growth opportunity has a positive and significant influence towards profitability and 5) leverage has a negative and not significant influence towards profitability 6) profitability can't be mediator between influence growth opportunity towards firm value 7) 6) profitability can be mediator between influence leverage towards firm value.

Key words : growth opportunity, leverage, profitability, firm value.