

Abstract

This study aims to determine: 1) dividend policy has a positive effect on firm value, 2) profitability has a positive effect on firm value, 3) investment decision has positive effect to firm value.

This research was conducted at companies listed on BEI by using 93 companies as sample. Sampling using purposive sampling. Technique of collecting data using descriptive statistic test, classical assumption test consist of normality test, heterosucidasticity test, multicollinearity test, and autocorrelation test.

Result of research: 1) dividend policy has no effect to firm value, 2) profitability positively affects firm value, 3) investment decision have positive effect to firm value

Keywords: dividend policy, profitability, investment decision