

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *earning management* (manajemen laba), profitabilitas dan ukuran perusahaan terhadap nilai perusahaan dengan menambah variabel *Corporate Governance* yaitu kepemilikan manajerial sebagai variabel moderasi antara *earning management* dan profitabilitas terhadap nilai perusahaan.. Obyek pada penelitian ini adalah perusahaan manufaktur yang terdaftar di BEI periode 2012-2017. Dengan metode *purposive sampling*, didapatkan sampel sebanyak 223 perusahaan.

Data yang digunakan adalah data sekunder yang berupa laporan keuangan yang diperoleh dari BEI. Teknik analisis yang digunakan adalah regresi linear berganda dengan uji *Moderated Regression Analysis* (MRA). Data sampel dianalisis dengan menggunakan program SPSS versi 21.

Dari penelitian ini ditemukan bahwa *earning management* berpengaruh positif signifikan terhadap nilai perusahaan, profitabilitas berpengaruh positif signifikan terhadap nilai perusahaan, *corporate governance* mampu memoderasi memperkuat pengaruh antara *earning management* terhadap nilai perusahaan, *corporate governance* mampu memoderasi memperkuat pengaruh antara profitabilitas terhadap nilai perusahaan dan ukuran perusahaan berpengaruh positif signifikan terhadap nilai perusahaan.

**Kata Kunci:** *Earning Management*, Profitabilitas, *Good Corporate Governance* (GCG), Ukuran Perusahaan, Nilai Perusahaan.

## **ABSTRACT**

*This research aims to examine the effect of earning management, profitability, and firm size to the firm value with additional variable Corporate Governance (Managerial Ownership) as the moderating variable on earning management and profitability to firm value. The object of this research was Manufacturing Company that listed on Stock Exchange from 2012-2017. Using a purposive sampling method, this research got 223 company as a sample.*

*The data that used in this research are secondary data such as a financial statements that obtained from IDX. The analysis technique that used is a multiple linier regression with Moderated Regression Analysis (MRA) test. Data samples were analyzed by using SPSS program version 21.*

*This research indicate that earning management has a significant positive effect on firm value, profitability has a significant positive effect on firm value, corporate governance is able to moderate the influence of earning management on firm value, corporate governance is able to moderate the influence of profitability on firm value, and firm size has a significant positive effect on firm value.*

**Key Words:** *Earning Management, Profitability, Good Corporate Governance (GCG), Firm Size (Firm), Firm Value*