

ABSTRACT

This study aims to see the extent of the effect of Insider Ownership, Profitability, and Growth Opportunity on Company Value in Manufacturing Companies Listed on the Indonesia Stock Exchange in the 2014-2018 Period. Insider Ownership, Profitability, and Growth Opportunity The independent variable and Company Value are used as the dependent variable and Company Size as the Control variable. The method of determining the sample in this study uses a purposive sampling method so that the total sample of 54 companies can be obtained. Data analysis methods used are panel data regression analysis, t test, f test and coefficient analysis.

the results showed that Insider Ownership and Growth Opportunity had no significant effect on Firm Value. While profitability has a significant positive effect on firm value and firm size has no effect on controlling the effect of insider ownership, profitability, and growth opportunity on Firm value. Companies should maintain ROA and pay more attention to Insider Ownership and Growth Opportunity in order to increase Firm Value

Keywords: *Insider Ownership, Profitability, Growth Opportunity, Firm Size, Firm Value*