

ABSTRACT

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Study Program : Accounting

Title : ***ANALYSIS OF FACTORS AFFECTING COMPANY VALUE***

This research aims to determine the factors that influence the company value of technology sector Startup companies listed on the Indonesia Stock Exchange (IDX) during the 2017-2022 period. The research sample consisted of 10 technology sector Startup companies listed on the IDX during the same period. The analysis method used is quantitative analysis using the Statistical Package for the Social Sciences. This study uses secondary data from the company's financial statements obtained from each company's website. This study will analyze the impact of Institutional Ownership, Debt to Equity Ratio (DER), Return on Assets (ROA), Company Growth, and Company Size on Company Value. The results of this study indicate that Debt to Equity Ratio (DER) has a significant influence on company value. While Institutional Ownership, Return on Assets (ROA), Company Growth, and Company Size do not have a significant influence on company value.

Keyword : *Company Growth, Company Size, Company Value, Debt to Equity Ratio (DER), Institutional Ownership, Return on Assets (ROA).*