

ABSTRACT

RIKE YANDA MARETHA / 2000861201062 / FACULTY OF ECONOMICS, MANAGEMENT / MODERATING EFFECTS OF DIVIDEND POLICY ON THE INFLUENCE OF PROFITABILITY ON THE VALUE OF LQ-45 COMPANIE LISTED ON THE INDONESIAN STOCK EXCHANGE FOR THE 2018 - 2022 PERIOD / 1st ADVISOR Dr. Mufidah, SE, M.Si / 2nd ADVISOR Masnun, SE, MS, Ak.

The purpose of this research is to test and analyze the effect of profitability on company value in LQ-45 Companies Listed on the Indonesian Stock Exchange for the 2018-2022 Period. To test and analyze the effect of dividend policy as a moderating variable influencing profitability on company value in LQ-45 Companies Listed on the Indonesia Stock Exchange for the 2018-2022 Period. and To test and analyze the effect of dividend policy on company value in LQ-45 companies listed on the Indonesia Stock Exchange for the 2018-2022 period. The research methodology used is a quantitative descriptive analysis method. The analytical method used is the partial Least Square (PLS).

The results of this research can be concluded that : 1) Profitability (X1) has a positive and insignificant effect on Company Value (Y) in LQ-45 Companies Listed on the Indonesian Stock Exchange. 2) The existence of Dividend Policy (X2) as a moderating variable does not strengthen the influence of Profitability (X1) on Company Value (Y). This means that dividend policy is unable to moderate the influence of profitability on company value. This shows that the level of profitability is important for investors and is able to provide a positive signal to investors regarding the value of the company, while the dividend payment policy has not been able to strengthen investors' assessment of company shares when there is an increase in profitability.3) Dividend Policy (X2) has a positive and insignificant effect on the Company Value (Y) LQ-45 Listed on the Indonesian Stock Exchange Period 2018-2022.