

ABSTRACT

The purpose of this study was to determine and analyze the relationship between Cash Holding, Firm Size, and Profitability on increasing Firm Value and moderating Corporate Governance. The type of research used is Explanatory Research. The sample of this research is companies that are included in the LQ45 stock index which are listed on the Indonesia Stock Exchange during 2016-2019, taken by purposive sampling method. The results of this study indicate that cash holding has a negative and significant impact to Firm Value. Firm size and profitability have a positive and significant impact to Firm Value. And Corporate Governance cannot moderate the impact between Cash Holding and Firm Value

Keywords: *Corporate Governance, Cash Holding, Firm Value, Firm Size, Profitability*



ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis hubungan antara *Cash Holding*, *Firm Size*, dan *Profitabilitas* terhadap peningkatan *Firm Value* serta moderasi *Corporate Governance*. Jenis penelitian yang digunakan adalah *Explanatory Research*. Sampel penelitian ini adalah perusahaan yang masuk ke dalam indeks saham LQ45 yang tercatat di Bursa Efek Indonesia selama 2016-2019. yang diambil dengan metode *purposive sampling*. Hasil penelitian ini menunjukkan bahwa *Cash Holding* memiliki pengaruh yang negatif dan signifikan terhadap *Firm Value*. *Firm Size* dan profitabilitas memiliki pengaruh yang positif dan signifikan terhadap *Firm Value*. Serta *Corporate Governance* tidak dapat memoderasi pengaruh *Cash Holding* terhadap *Firm Value*

Kata kunci: *Corporate Governance, Cash Holding, Firm Value, Firm Size, Profitabilitas*

