

PENGARUH TINGKAT HUTANG DAN PROFITABILITAS PERUSAHAAN TERHADAP NILAI PERUSAHAAN DI SEKTOR JASA

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IV. Abstract

The purpose of this research is to know the influence between firm debt level and firm profitability level toward firm value, especially to firm that control by members of family. Data for this research collected from 6 firms that list on Jakarta Stock Exchange in restaurant, hotel, and tourism sector that controlled by family. Independent variables for this research are debt level and profitability level, and the dependent variable is firm value. Method that use are classic assumptions test, Pearson regression model, F test, and t test. Result of this research is, the influence between firm debt level and firm profitability level toward firm value are significant, depend from t test and f test, there are influence between debt level toward firm value and there no influence between profitability level toward firm value. Implications for the firm are expected to balance the proportions of debt use and owner capital, or more attention for not using high debt that to become firm value much lower. For investor is expected to take more attention for level of debt that can make firm value lower or higher. For future research is expected to raise more sample and time for the research, and try more different firm in other sectors

Key word: Debt Level, Profitability Level, Firm Value, Family Controlled, Family Ownership, Service Sector, Restaurant, Hotel, and Tourism Sector.