

THE ANALYSIS OF FINANCIAL PERFORMANCE ON FIRM VALUE THROUGH DIVIDEND POLICY IN CONSUMER GOODS INDUSTRY

Author's Name: ¹Widya Sari, ²Manuel Pasaribu, ³Henni Ramasta Saragih, ⁴Lilis Suryanti Br Manjuntak

Affiliation: ¹Lecturer of Universitas Prima Indonesia, Medan, Indonesia

²Student of Universitas Prima Indonesia, Medan, Indonesia

³Student of Universitas Prima Indonesia, Medan, Indonesia

⁴Student of Universitas Prima Indonesia, Medan, Indonesia

E-Mail: widyasari@unprimdn.ac.id

DOI No. – 08.2020-25662434

Abstract

The purpose of this study was to determine how the effect of Profitability (ROA, ROE), and Firm Growth on Firm Value and Dividend Policy as moderating variables. This research was conducted on companies in the consumer goods industry sector on the Indonesia Stock Exchange for the 2015-2019 period. The population used in conducting this study was obtained from the consumer goods industrial sector companies listed on the Indonesia Stock Exchange which have a total of 53 companies. Sampling was carried out using purposive sampling method and 9 companies were selected as samples that met the criteria of 53 publicly listed companies on the Indonesia Stock Exchange. The data analysis method in this study used Multiple Linear Regression Analysis and Moderation Regression. The type of data used was secondary data obtained from www.idx.co.id, company web-sites and other research-related sites. The results showed that partially Return on Assets with a value of $t_{count} > t_{table}$ ($3,424 > 2,01954$) had an effect on firm value. Simultaneously ROA, ROE and Firm Growth have an effect on firm value with the results obtained $F_{count} > F_{table}$ ($5,323 > 2,84$). By using dividend policy as a moderating variable, the ROA, ROE and Firm Growth simultaneously affect firm value with a value of $F_{count} > F_{table}$ ($2,850 > 2,61$). Meanwhile, the Coefficient of Determination obtained the Adjusted R^2 value of 0,228 or 22,8% and with the moderating variable of dividend policy the Adjusted R^2 value changed to 0,201 or 20,1%.

Keywords: Firm Value, Profitability (ROA, ROE), Firm Growth, Dividend Policy.

INTRODUCTION

The current economic development is one of the results of the development process that makes the business world increasingly complex, diverse, and dynamic. The purpose of building a company is to maximize profits by utilizing existing resources as well, the purpose of building a company is to increase the value of the company (Nurhayati and Kartika, 2020). The importance of firm value (Tobin's q) is the fair price of a company that is used by investors as a benchmark for investing. The company's goal is not only to seek profit but must be able to increase the value of the company. Investors see the value of the company as a basic thing in considering investing in a company. So that investors can assess how the company is managed and get a picture of the company's future prospects. A high firm value determines the level of interest and trust for investors to invest even more (Maurien and Ardana, 2019).

The value of the company can be increased by enhancing the company's financial performance through the level of profitability and management of company assets. Profitability can spur the growth of firm value, if the company's profitability is high, this indicates that the company's financial status is good. Measurement of the level of profitability can use the ratio of ROA

(Return on Assets) and ROE (Return on Equity). (Rosada and Idayati, 2017)

In addition to the level of company profitability, there are also other indicators in increasing firm value, namely Firm Growth (FG). Firm Growth is an increase or decrease in the number of assets owned by the company. The company's growth is assessed from the percentage of asset fluctuations in a certain year compared to the previous year. If a company has the opportunity to grow, it shows that the company is able to generate profits for the company and shareholders (Tantawi and Jonnardi, 2020). Companies with high interest rates have the opportunity to generate high income in the future, which is able to attract investors. If the company's growth is positive, investors will see that the company can be invested. For investors, company growth is a profitable opportunity so that the desired investment can generate high returns in the future (Suwardika and Mustanda, 2017).

Excellent financial performance will result in an optimal dividend policy for its shareholders so as to improve the welfare of shareholders and provide a positive image in the development of firm value to shareholders. If the company can determine the right dividend policy to shareholders, it will have an impact on increasing the value of the company. The dividend policy is used by the company to take action whether the profits obtained will be distributed to shareholders or will be stored in the form of retained earnings which will be used for future financing (Puspitaningtyas, 2017). In this study, the Dividend Payout Ratio (DPR) is the ratio that will be used to calculate the dividend policy in a company.

PREVIOUS RESEARCH

Based on tests from the journal Jufrizen and Al Fatin (2020) entitled The Effect of Debt to Equity Ratio, Return on Equity, Return on Assets and Company Size on Firm Value in Pharmaceutical Companies, it is explained that there is no and insignificant effect between Return on Assets on companies listed on the Indonesia Stock Exchange. Where is different from our test which explains that ROA has a significant effect on Firm Value.

Dahar, Yanti, and Rahmi (2019) conducted a study entitled The Effect of Capital Structure, Company Size and Return on Equity on the Value of Property and Real Estate Companies Listed on the Indonesia Stock Exchange. Where the results of the study explain that Return on Equity has a significant effect on Firm Value as measured by Price to Book Value in Property and Real Estate companies listed on the Indonesia Stock Exchange. In contrast to our research, ROE has no partial significant effect on Firm Value.

The research about "The Influence of Liquidity, Firm Growth, Leverage and Profitability on Firm Value" research results on Firm Growth explain that Firm Growth (FG) has a negative and significant effect on Firm Value (Tantawi and Jonnardi, 2020). In contrast to our research which explains where Firm Growth does not have a significant effect on Firm Value.

Literature Review

Return on Assets (ROA)

Return on Assets is a profitability ratio that shows the company's ability to generate profits efficiently from its total assets (Atidhira and Yustina, 2017). This ratio is used to measure management's ability to gain overall profit. The greater the ROA, the greater the level of profit achieved by the company and the better the level of profit achieved by the company and the better the position of the company in terms of asset use (Sondakh et al., 2019).

Indicator: $ROA = \frac{\text{Net Profit after tax}}{\text{Total Assets}}$ (Natalee and Susanti, 2020)

ROA ratio has been widely used in measuring profitability. In the quote Cahya and C.riwoe (2018) ROA analysis is the most important ratio among other profitability ratios and is a technique commonly used to measure the level of effectiveness of the company's overall operations.

Return on Equity (ROE)

Return on Equity is the ratio of the company's net profit after tax to equity, with a focus on how the company's operating performance is converted into profit (Mahardini, 2019). An increased ROE certainly increases the demand for shares from related companies, so that the value of the company is also boosted (Dahar et al., 2019)

Indicator : $ROE = \frac{\text{Net Profit after tax}}{\text{Total equity}}$ (Egam et al., 2017)

A high ROE number will bring success to the company which results in high firm value and makes it easy for the company to attract new funds, allowing the company to develop, create suitable market conditions and will provide large profits (Senja and Wahyuni, 2017).

Firm Growth

Firm Growth is one of the indicators or benchmarks of how the development or growth of company assets in a certain period. Basically company growth shows whether a company will develop in its branches or not (Purwohandoko, 2017)

Indicator : $\text{Firm Growth} = \frac{\text{Asset Year}_t - \text{Asset Year}_{t-1}}{\text{Asset Year}_{t-1}}$ (Suwardika and Mustanda, 2017)

The results of research conducted Dhani and Utama (2017) provide empirical evidence that asset growth can increase firm value due to investor expectations for future profits.

Dividend Policy

Dividend policy is a decision that is used to reinvest the profits obtained from the company's operating results or to be distributed to shareholders and investors. Basically the company's growth shows whether or not an organization is developing in its business (Tamrin et al., 2018).

Indicator : $DPR = \frac{\text{Cash Dividend}}{\text{Net profit after tax}}$ (Adam et al., 2020)

Krisardiyansah and Amanah (2020) defines dividend policy concerned with determining the distribution of earnings between the use of income to be paid to shareholders as dividends or to be used within the company, which means the profits must be retained in the company.

Firm Value

Firm Value is a concept developed to realistically calculate the real value of a company by considering the concept of market value (Marsha and Murtaqi, 2017). Tobin's q is the formula that will be used to estimate the value of the company.

Indicator : $q = \frac{MVS+D}{TA}$ (Ibrahim, 2017)

Information:

q = Tobin's q Value

D = Total Debt

TA = Total Assets

MVS (Market value of all shares outstanding) = Shares Outstanding x Closing Stock Price

A positive value for investors, that a high firm value reflects the prosperity of the company's shareholders is also a high signal. The higher the value of the company, the higher the prosperity of shareholders (Puspitaningtyas, 2017).

RESEARCH HYPOTHESIS

The greater the increase in profit, the stronger the company's ability to provide profits, this has an impact on increasing the value of the company (Jamaluddin et al., 2020). On this basis, the following hypothesis can be proposed: **H1 = ROA has an effect on the Value of Consumer Goods Companies.**

Return on Equity is one of the indicators used by shareholders to measure the success of a business being run. The higher the ratio, the better because the position of the owner of the company is getting stronger and able to have a positive impact on the value of the company (Hidayat and Sugiyono, 2017). On this basis, the following hypothesis can be proposed: **H2 = ROE has an effect on the Value of Consumer Goods Companies.**

Firm Growth is the development of the company from time to time getting better and getting bigger. Large, developed companies have positive results which can be in the form of increased assets, increased sales, increased production capacity, etc. The company's growth will attract more investors because it will require more funds than usual to run its operations, so it can increase the value of the company, and the company's development is getting higher (Kusumawati and Setiawan, 2019). On this basis, the following hypothesis can be proposed: **H3 = FG has an effect on the Value of Consumer Goods Companies.**

The company's ability to pay dividends is closely related to the company's ability to generate profits. If the company earns high profits, then the company's ability to pay dividends is also high. Large dividends will increase the value of the company (Oktaviani and Mulya, 2018). On this basis, the following hypothesis can be proposed: **H4 = ROA has an effect on the Value of Consumer Goods Companies with Dividend Policy as the moderator variable.**

The company's ability to generate profits or returns as measured by ROE can reflect the return on investment of shareholders. Companies with high profitability and bright prospects can distribute dividends, thereby attracting investors to invest in the company, and have an impact on increasing the value of the company (Pratiwi and Mertha, 2017). On this basis, the following hypothesis can be proposed: **H5 = ROE has an effect on the Value of Consumer Goods Companies with Dividend Policy as the moderator variable.**

Firm Growth is an opportunity for the company to grow and develop in a positive direction. Effective and efficient growth of company assets can bring considerable benefits in the future. This advantage is managed in such a way that investors will also get income in the form of large cash dividends, which aims to attract investors. The higher the DPR of a company, the higher the profit that will be paid as dividends to shareholders which will increase the value of the company being managed (Fajaria and Isnalita, 2018). On this basis, the following hypothesis can be proposed: **H6 = FG has an effect on the Value of Consumer Goods Companies with Dividend Policy as the moderator variable.**

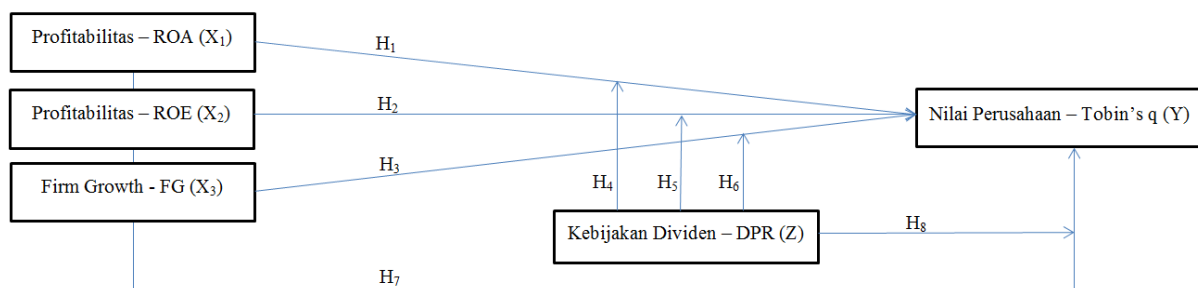
Profitability is the profit generated by a company based on the size of the company's performance. High profitability can float the company's prospects for the better. Prospective investors are always looking for companies with good results then he will carry out investment activities in the company. Then the growth of the company is also another factor that is seen by investors. For investors, good company growth is expected to produce a higher return on investment. This can increase market perception and the value of the company will increase

(Suwardika and Mustanda, 2017). On this basis, the following hypothesis can be proposed: **H7 = ROA, ROE and FG affect the Value of the Consumer Goods Companies.**

The dividend policy variable describes the financial decisions taken by the company, whether profits can be distributed to shareholders or retained earnings as retained earnings. The company's dividend distribution is expected to be a positive signal for investors to invest, because companies that distribute dividends will attract investors to invest their capital. Due to the large number of investors who invest, this will increase profits and growth thereby increasing the value of the company. Based on this explanation, it is expected that dividend policy can strengthen the relationship between return on assets, return on equity and firm growth on firm value (Indrawaty and Mildawati, 2018). On this basis, the following hypothesis can be proposed: **H8 = ROA, ROE and FG affect the Value of Consumer Goods Companies with Dividend Policy as a moderator variable.**

Conceptual Framework

Figure 1. Conceptual Framework



RESEARCH METHODS

In this study, a quantitative approach was used, which was based on the philosophy of positivism, used to examine certain populations or samples. The type of research used was descriptive quantitative research. The nature of the research used was descriptive, which aimed to find out the situation, condition or other things mentioned, and the results were presented in the form of a research report. The place and time of the research was carried out by taking into account the consumer goods industrial sector companies listed on the official website of the Indonesia Stock Exchange (idx.co.id) in 2015-2019.

In this study, the population used in conducting the research was taken from the consumer goods industrial sector companies listed on the Indonesia Stock Exchange which have a total of 53 companies. In this study, sampling was carried out using a purposive sampling technique which was selected in the population. Based on the sampling criteria, the number of samples used in this study were 9 companies.

The research model used was Software Statistical Product and Service Solution (SPSS) to perform statistical analysis methods. Testing the hypothesis was done by using multiple linear regression analysis, namely the linear relationship between two or more independent variables (X_1, X_2, \dots, X_n) and the dependent variable (Y).

RESULTS AND DISCUSSION

Table 1. Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
Return on Assets (X ₁)	45	,0138469	21,8920884	,629197382	3,2436920509
Return on Equity (X ₂)	45	,0002000	169,8085000	10,984055556	40,5887783938
Firm Growth (X ₃)	45	,0148862	,6199779	,145381496	,1371215657
Tobin's q (Y)	45	,7869711	23,2857510	4,932098871	5,8260199565
Valid N (listwise)	45				

Source: Results of Data Processing (2020)

Referring to Table 1, it can be concluded:

1. ROA has 45 sample data, with a minimum value of 0,0138 at PT Chitose Internasional Tbk (CINT) in 2019 which means every Rp.1 of the company's assets can generate a profit of Rp.0,0138. And the maximum value of 21,892 at PT Kimia Farma Tbk (KAEF) in 2019 shows that every Rp.1 of the company's assets can generate a profit of Rp.21,892.
2. ROE has 45 sample data, with a minimum value of 0,0002 at PT Kalbe Farma Tbk (KBF) in 2017 which shows that every Rp.1 of the company's assets is able to generate a profit of Rp.0,0002. And the maximum value of 169,8085 at PT Ultrajaya Milik Industri Tbk (ULTJ) in 2017 shows that every Rp.1 of the company's assets is able to generate a profit of Rp.169.8085.
3. FG has 45 sample data, with a minimum value of 0,0148 at PT Chitose Internasional Tbk (CINT) in 2018 meaning that the company's ability to maintain its assets through the growth of other companies in one period is 0,0148 times. And the maximum value of 0,6199 can be found at PT Kimia Farma Tbk (KAEF) in 2019 which shows that the company's growth is 0,6199 in one period.
4. Tobin's Q (Y) has 45 data samples, with a minimum value of 0,7869 at PT Chitose Internasional Tbk (CINT) in 2018 and a maximum value of 23,2857 at PT Unilever Indonesia Tbk (UNVR) in 2017.

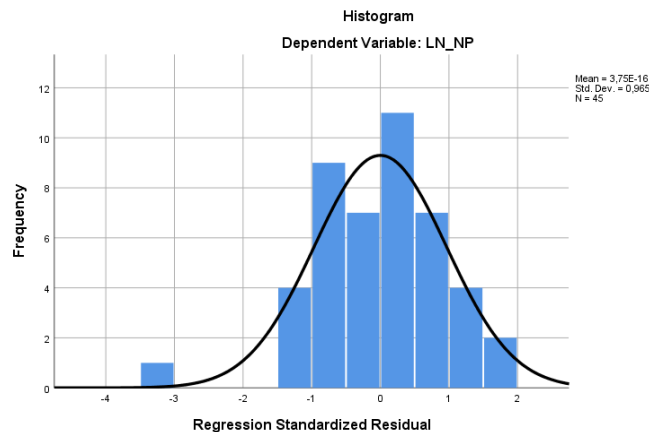
Classical Assumption Test

In the research conducted, the test results presented must go through the LN treatment stage in the SPSS data processing process. This is done so that all the test results of the processed data can meet all the test criteria, because the test results before being transformed do not meet the specified criteria.

Normality Test

1. Graph Analysis
 - a. Histogram Graph

Figure 2. Histogram Graph after transformation

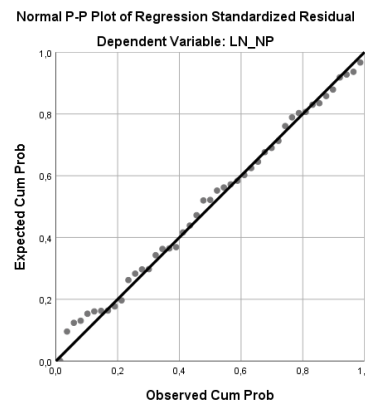


Source: Results of Data Processing (2020)

From Figure 2, the results of the normality test using a histogram graph show that the distribution of the data is normal following a bell-shaped curve.

b. Normal Probability-Plot Graph

Figure 3. Normal P-Plot Graph



Source: Results of Data Processing (2020)

From Figure 3, it can be concluded that the scattered points have followed the direction of the diagonal line, both above the diagonal line and below the diagonal line. So from the picture above it can be concluded that the data is normally distributed.

1. Statistical Analysis

Table 2. One-Sample Kolmogrov-Smirnov Test

		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,83370504
Most Extreme Differences	Absolute	,071
	Positive	,036
	Negative	-,071
Test Statistic		,071
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: Results of Data Processing (2020)

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test in Table 2, show a significance value (Asymp.Sig.(2-tailed)) $0,200 > 0,05$, which means the data is normally distributed. The results of this test indicate that the research data is normally distributed, so it can be used to perform other tests because it has a significance value of $> 0,05$ (H_0 is accepted).

Multicollinearity Test

Table 3. Multicollinearity Test Results

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	LN_ROA	,486	,472	,454	,909	1,100
	LN_ROE	,260	,103	,088	,856	1,169
	LN_FG	-,148	-,182	-,157	,910	1,099

Source : Results of Data Processing (2020)

Based on Table 3, it is shown that the Tolerance value for the LN_ROA variable is 0,909, the LN_ROE variable is 0,856 and the LN_FG variable is 0,910. Then the VIF value of the LN_ROA variable is 1,100, the LN_ROE variable is 1,169 and the LN_FG variable is 1,099. From the results above, it can be concluded that the tolerance value of each variable is $>$ from 0,10 and the VIF value obtained for each variable is $<$ from 10, which means that there is no multicollinearity between independent variables in the regression model.

Autocorrelation Test

Table 4. Autocorrelation Test Results

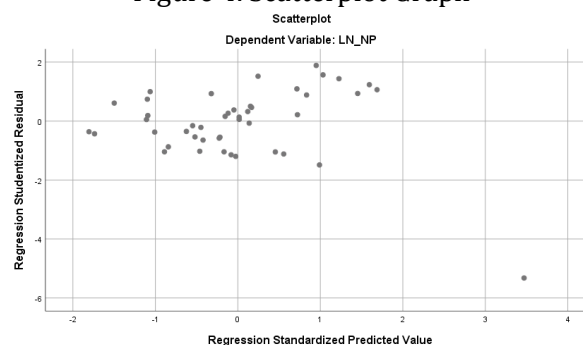
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,530 ^a	,280	,228	,8636680143	2,099

Source : Results of Data Processing (2020)

Based on Table 4, it can be seen that the result of the calculated DW value is 2,099, using the DW table obtained $n = 45$ and $k = 3$, with a D_u value of 1,6662, the result is $1,6662 < 2,09 < 2,3338$. These results have met the criteria of $dU < DW < 4 - dU$, so it can be concluded that there is no autocorrelation in the dependent variable data.

Heteroscedasticity Test

Figure 4. Scatterplot Graph



Source : Results of Data Processing (2020)

Based on Figure 4 above, it is shown that the data is spread out and does not form a certain pattern, so these results indicate that there is no heteroscedasticity in the LN_ROA, LN_ROE and LN_FG regression models.

RESEARCH DATA ANALYSIS

Research Model

Table 5. Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,579	,447		3,533	,001
	LN_ROA	,418	,122	,476	3,424	,001
	LN_ROE	,039	,058	,095	,665	,510
	LN_FG	-,189	,160	-,164	-1,182	,244

Source : Results of Data Processing (2020)

The research model used in this study is in the form of multiple linear regression analysis. The results of multiple linear regression analysis can be seen in the following table:
Based on Table 5, obtained multiple linear equations in this study as follows:

$$\text{Firm Value} = 1,579 + 0,418 \text{ LN_ROA} + 0,039 \text{ LN_ROE} - 0,189 \text{ LN_FG}$$

The multiple linear equations can be explained as follows:

1. The coefficient value of LN_ROA is 0,418. These results indicate that an increase in LN_ROA by 1% will cause an increase in Firm Value of 41,8.
2. The coefficient value of LN_ROE is 0,039. These results indicate that the increase in LN_ROE by 1%, then the value of the company will increase by 3,9.
3. The coefficient value of LN_FG is -0,189. These results indicate that an increase in LN_FG of 1% will result in a decrease in Firm Value of 18,9.

Coefficient of Determination

Table. 6 Results of Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,530 ^a	,280	,228	,8636680143	2,099

Source : Results of Data Processing (2020)

In Table 6, the Adjusted R² value is 0,228 or 22,8%, which means that the variation of the Firm Value variable of 22,8% can be explained by variations in the ROA, ROE, and FG variables, while the remaining 77,2% gain is explained by This variable is outside this research model.

Table 7. The Results of Determination Coefficient Test with Moderation Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,557 ^a	,310	,201	,8783062829	2,199

Source : Results of Data Processing Using SPSS 25.0

In Table 7, it can be seen that by adding the moderator variable Dividend policy (DPR) the value of Adjusted R² becomes 0,201 or 20,1%, which means that the variation of the Firm Value variable of 20,1% can be explained by variations in the ROA, ROE, and FG variables with dividend policy (DPR) as the moderator variable, while the remaining 79,9% gain is explained by other variables outside this research model. This shows that the DPR moderator variable reduces the ability of the independent variables in explaining the dependent variable from 22,8% to 20,1%.

**Research Hypothesis Testing Model 1 and Model 2
Simultaneous Hypothesis Testing (Test F) Model 1**

Table 8. Simultaneous F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,922	3	3,974	5,328	,003 ^b
	Residual	30,583	41	,746		
	Total	42,505	44			

Source : Results of Data Processing (2020)

Based on Table 8, the result of F_{count} is 5,328. By using table F with the provisions $df_1=k(4)-1=3$ and $df_2=45-4=41$, the value of F_{table} is 2,83, the result is $F_{count}>F_{table}$ ($5,323>2,83$) then H_0 rejected and H_a accepted, which means that ROA, ROE and FG simultaneously have an influence on the Firm Value of consumer goods listed on the Indonesia Stock Exchange in 2015-2019.

Simultaneous Hypothesis Testing (Test F) Model 2

Table 9. Simultaneous F Test Results with Moderation Variables

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,191	6	2,198	2,850	,022 ^b
	Residual	29,314	38	,771		
	Total	42,505	44			

Source : Results of Data Processing (2020)

In Table 9, after adding the moderator variable Dividend policy (DPR) the F_{count} is 2,850. By using table F with the provisions $df_1=k(5)-1=4$ and $df_2=45-5=40$, the F_{table} value is 2,61, the result is $F_{count}>F_{table}$ ($2,850>2,61$) then H_0 is rejected and H_a is accepted, which means that simultaneously ROA, ROE and FG with dividend policy (DPR) as a moderating variable have an influence on the value of consumer goods companies listed on the Indonesia Stock Exchange in 2015-2019. Simultaneous test results on model 2 show a lower F_{count} value than model 1 ($5,323$ to $2,850$) this explains that DPR as a moderating variable is not able to increase the effect of the independent variables simultaneously on the dependent variable.

Partial Hypothesis Testing (t-test) Model 1

Table 10. Partial t-test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,579	,447		3,533	,001
	LN_ROA	,418	,122	,476	3,424	,001
	LN_ROE	,039	,058	,095	,665	,510
	LN_FG	-,189	,160	-,164	-1,182	,244

Source: Results of Data Processing (2020)

The results of our two t-test tests with 2 different research models, here are the results of the t-test with the first research mode:

1. Table 10 shows that the ROA variable has a t_{count} value of 3,424, using the t_{table} , the t_{table} value is 2,01954 ($t\text{-test} = 45-3-1=41$), then $t_{count}>t_{table}$ ($3,424>2,01954$) with a significance level of $0,001<0,05$, then H_0 is rejected and H_a is accepted. From the results of this test, it can be concluded that partially ROA has a significant effect on Firm Value in consumer goods companies.
2. The ROE variable has a t_{table} value of 2,01954 and a t_{count} value of 0,665 so that the results of $t_{count}<t_{table}$ ($0,665<2,01954$) and with a significance value of $0,510>0,05$. So the research hypothesis H_0 is accepted, which means that ROE does not have a partially significant effect on Firm Value in consumer goods companies.

- The FG variable has a t_{count} value of -1,182 and a t_{table} value of 2,01954, so the result of $t_{count} < t_{table}$ (-1,182 < 2,01954) and has a significance value of 0,244 > 0,05. So the research hypothesis H_0 is accepted, which means that FG partially does not have a significant effect on Firm Value in consumer goods companies.

Partial Hypothesis Testing (t-test) Model 2

Table 11. Partial t-test results with moderation variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,475	,472		3,128	,003
	LN_ROA	,538	,198	,613	2,715	,010
	LN_ROE	,028	,095	,069	,295	,770
	LN_FG	-,268	,191	-,232	-1,404	,169
	ROA*Z	,082	,100	,322	,821	,417
	ROE*Z	-,009	,037	-,069	-,252	,803
	FG*Z	-,025	,088	-,092	-,287	,776

Source : Results of Data Processing (2020)

The results of the t-test with the second model can be seen in Table III.11 below:

- Table 11 shows the results of the t-test by adding the moderating variable dividend policy (DPR), so that the t_{count} value is 0,821 for the ROA variable and by using the t_{table} , the t_{table} value is 2,02108 (Test=45-4-1= 40) then $t_{count} < t_{table}$ (0,821 < 2,02108) and with a significance value of 0,417 > 0,05. The results of this test explain that the results of the research hypothesis H_0 are accepted, so it can be concluded partially that ROA has no effect on Firm Value with the DPR variable as a moderating variable in consumer goods companies.
- In Table III.11 shows that by adding the moderating variable dividend policy (DPR), ROE has a t_{count} value of -0,252 and a t_{table} value is 2,02108, then $t_{count} < t_{table}$ (-0,252 < 2,02108) and with a significance value of 0,803 > 0,05. So that the results of the research hypothesis H_0 are accepted by H_a rejected, which means that ROE partially has no effect on Firm Value with the DPR variable as a moderating variable in consumer goods companies.
- In Table III.11 explains the value of t_{count} FG after adding the moderating variable Dividend policy (DPR) is -0,287 and the value of t_{table} is 2.02108, then $t_{count} < t_{table}$ (-0,287 < 2,02108) and with a significance value of 0,776 > 0,05. This states that the research hypothesis H_0 is accepted by H_a is rejected, which means that FG partially has no effect on Firm Value with the DPR variable as a moderating variable in consumer goods companies.

DISCUSSION OF RESEARCH RESULTS

The Effect of Profitability (ROA) on Firm Value

Based on the results of the tests that have been carried out in this study, it is stated that there is an influence between ROA and Firm Value, where H_1 is accepted and in accordance with the hypothesis of this research. Return on Assets is a profitability ratio that shows the company's ability to generate profits efficiently from its total assets. The greater the increase in profit, the stronger the company's ability to provide profits, this has an impact on increasing the value of the company (Jamaluddin et al., 2020). This has been demonstrated to be true, so that ROA can help to strengthen the value of the company. If the profit generated is higher, the value of the company will rise as well. As a result, it is possible to conclude that, in this study, ROA had an effect on the Firm Value. The results of this test are in line with research conducted by (Harningsih et al., 2019).

The Effect of Profitability (ROE) on Firm Value

The results of this study indicate that Return on Equity has no effect on Firm Value, where H2 is rejected in accordance with this hypothesis. Return on Equity is one of the indicators used by shareholders to measure the success of a business being run. The higher the ratio, the better because the position of the owner of the company is getting stronger and able to have a positive impact on the value of the company (Hidayat and Sugiyono, 2017). In other words, ROE shows the benefits that will be enjoyed by shareholders. However, this contradicts the results of the tests conducted in this study. The increase in profits experienced by the company is not always able to increase the value of the company. As a result, in this study, ROE has no effect on the Firm Value. And the results of this test are in line with research conducted by (Pratiwi and Mertha, 2017)

The Effect of Firm Growth on Firm Value

The results of this study explain that Firm Growth has no effect on Firm Value, so H3 is rejected according to the hypothesis of this study. Firm Growth is one of the indicators or benchmarks of how the development or growth of company assets in a certain period. Therefore, investors take into account that the increase in assets owned by the company can be a positive signal that the company has smart prospects. This makes the value of the company also increases (Purwohandoko, 2017). However, the tests carried out in this research did not show this. The growth and development of company assets, which are the benchmarks for investors, are not always able to increase the value of a company. So it can be concluded that Firm Growth was not able to affect the value of the company in this study. The results of this test are in line with the research conducted by (Suwardika and Mustanda, 2017).

The Effect of Profitability (ROA) on Firm Value with Dividend Policy as a moderating variable

The results of this study indicate that the interaction between Return on Assets and Dividend Policy (DPR) does not have a significant effect on Firm Value. These results explain that dividend policy (DPR) is not able to moderate the effect of Return on Assets on Firm Value. So that the Effect of Return on Assets with Dividend Policy (DPR) as a moderating variable has no effect on the Value of Consumer Goods in 2015-2019, which means that the H4 hypothesis is rejected. The company's ability to pay dividends is closely related to the company's ability to generate profits. If the company earns high profits, then the company's ability to pay dividends is also high. Large dividends will increase the value of the company (Oktaviani and Mulya, 2018). The test results show that dividend policy is not able to strengthen profitability (ROA). In this study, large dividend payments are not able to increase the influence of ROA on Firm Value, so it can be concluded that dividend policy is not able to increase the influence of ROA on Firm Value. the results of this test are in line with research conducted by (Harningsih et al., 2019).

The Influence of Profitability (ROE) on Firm Value with Dividend Policy as a moderating variable

The results of this study explain that the Return on Equity variable with dividend policy (DPR) as a moderating variable does not have a significant effect on Firm Value. Then the effect of Return on Equity with dividend policy (DPR) as a moderating variable has no effect on the value of the company's Consumer Goods in 2015- 2019, which means that the H5 hypothesis is rejected. A high ROE number will bring success to the company which results in high Firm Value and makes it easy for the company to attract new funds, allowing the company to develop, create suitable market conditions and will provide large profits (Senja and Wahyuni, 2017). The test results show that dividend policy is not able to strengthen profitability (ROE). In this study, large dividend distributions are not always able to increase the value of a company. So it can be concluded that the dividend policy is not able to moderate the influence of ROE on Firm Value. the results of this test are in line with research conducted by (Pratiwi and Mertha, 2017).

The Effect of Firm Growth on Firm Value with Dividend Policy as a moderating variable

The results of this study indicate that the Firm Growth variable with dividend policy (DPR) as the moderating variable does not have a significant effect on Firm Value. So that the effect of Firm Growth with Dividend Policy (DPR) as a moderating variable does not have an effect on the Value of Consumer Goods in 2015-2019, which means hypothesis H6 is rejected. The results of research conducted Dhani and Utama (2017) provide empirical evidence that asset growth can increase Firm Value due to investor expectations for future profits. However the test results show that dividend policy is not able to strengthen Firm Growth. In this study, the dividend policy of a company is not able to strengthen the relationship between Firm Growth and Firm Value. So it can be concluded that the dividend policy is not able to strengthen the relationship between Firm Growth and Firm Value. The results of this test are in line with research conducted by (Fajaria and Isnalita, 2018).

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the research that has been completed, the following conclusions can be drawn:

1. From 2015 to 2019, partially Return on Assets (X_1) have a significant impact on the Firm Value of consumer goods listed on the IDX. Meanwhile, Return on Equity (X_2) and Firm Growth (X_3) have no effect on the value of consumer goods companies listed on the IDX in 2015-2019. By adding the Dividend Policy (DPR) as a moderator variable partially Return on Assets (X_1), Return on Equity (X_2) and Firm Growth (X_3) have no effect on the value of consumer goods companies listed on the IDX for the 2015-2019 period.
2. Simultaneous research results Return on Assets (X_1), Return on Equity (X_2) and Firm Growth (X_3) affect the value of consumer goods companies listed on the IDX in 2015-2019. If dividend policy (DPR) is added as a moderating variable at the same time, Return on Assets (X_1), Return on Equity (X_2) and Firm Growth (X_3) also have an influence on the Firm Value of consumer goods listed on the IDX 2015-2019, but significant value and t_{count} decrease at the same time

SUGGESTION

The suggestions we give from the results of this study are: It is recommended to all parties who read or review this research, whether researchers, advanced researchers, companies, Prima Indonesia University or other parties, can apply or use the results of this research report either as a reference, reference, additional information, research development or other interest.

REFERENCE

- Adam, H., Buckman, T., & Setordzi, I. (2020). Impact of Dividend Policy on Share Price a Case of listed firms on the Ghana Stock Exchange. *Journal of Economics and Finance*, 4(5), 51–61.
- Astakonmi, I. M. P., Wardita, I. W., & Nursiani, N. P. (2019). Moderate Effect of Dividend Policy on the Effect of Profitability on Manufacturing Firm Value. *Bisnis dan Akuntansi*, 18(2), 134–145. Retrieved from https://ejournal.warmadewa.ac.id/index.php/wacana_ekonomihttp://dx.
- Atidhira, A. T., & Yustina, A. I. (2017). The Influence of Return on Asset, Debt to Equity Ratio, Earnings per Share, and Company Size on Share Return in Property and Real Estate Companies. *JAAF (Journal of Applied Accounting and Finance)*, 1(2), 128–146. Retrieved from <http://ejournal.president.ac.id/presunivojs/index.php/JAAF/article/download/363/207>
- Cahya, K. D. and, & C.riwoe, J. (2018). The Effect of ROA and ROE on Company Value With Sustainability Reporting as an Intervening Variable in Companies Listed in Lq 45. *Journal of Accounting and Business Studies*, 3(1), 46–70.
- Dahar, R., Yanti, N. S. P., & Rahmi, F. (2019). The Influence of Capital Structure, Company

Size and

- Return On Equity on the Value of Property and Real Estate Companies Listed on the Indonesia Stock Exchange. *Jurnal Ekonomi & Bisnis Dharma Andalas*, 21(1), 121–132.
- Deviana, N., & Fitria, A. (2017). The Effect of Profitability and Investment Decisions on Firm Value Through Dividend Policy. *Jurnal Ilmu dan Riset Akuntansi*, 6(3), 1148–1168.
 - Dhani, I. P., & Utama, A. . G. S. (2017). The Effect of Company Growth, Capital Structure, and Profitability on Firm Value. *Jurnal Riset Akuntansi Dan Bisnis Airlangga*, 2(1), 135–148.
 - Dwiarti, R., & Hasibuan, A. N. (2018). The Effect of Profitability, Financial Risk and Company Growth on Earnings Management in Cosmetics and Household Companies. *Jurnal Manajemen Dan Keuangan*, 8(1), 21–33.
 - Dwijaya, R., & Hariyati, H. (2020). The Effect of Insider Ownership, Free Cash Flow, Collateralizable Assets, and Firm Growth on Dividend Policy. *AKUNESA: Jurnal Akuntansi Unesa*, 9(1), 1–11.
 - Egam, G., Ilat, V., & Pangeran, S. (2017). THE EFFECT OF RETURN ON ASSET (ROA), RETURN ON EQUITY (ROE), NET PROFIT MARGIN (NPM), AND EARNINGS PER SHARE (EPS) ON STOCK PRICES OF COMPANIES IN THE LQ45 INDEX IN THE INDONESIA STOCK EXCHANGE FOR 2013-2015 PERIOD. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(1), 105–114.
 - Fajaria, A. Z., & Isnalita, I. (2018). The Effect of Profitability, Liquidity, Leverage and Firm Growth of Firm Value with its Dividend Policy as a Moderating Variable. *International Journal of Managerial Studies and Research*, 6(10), 55–69.
 - Harningsih, S., Agustin, H., & Setiawan, M. A. (2019). The Effect of Financial Performance on Firm Value With CSR Disclosure and Dividend Policy As Moderating Variables. *Ranah Research Journal of Multidisciplinary Research and Development*, 1(2), 199–209.
 - Hidayat, T. A., & Sugiyono, S. (2017). The Effect of Capital Structure, Dividend Policy, Profitability on Firm Value in Manufacturing Companies. *Jurnal Ilmu dan Riset Manajemen*, 6(5), 1689–1699.
 - Hidayat, W. W. (2017). The Influence of Size , Return on Equity , and Leverage on the disclosure of the Corporate Social Responsibility (CSR). *International Journal of Education and Research*, 5(8), 57–66.
 - Ibrahim, M. (2017). Capital Structure and Firm Value in Nigerian Listed Manufacturing Companies: an Empirical Investigation Using Tobin's Q Model. *International Journal of Innovative Research in Social Sciences & Strategic Management Techniques*, 4(2), 112–125. Retrieved from <http://www.internationalpolicybrief.org/images/2017/SEPT-JOURNALS/IRSSMT/ARTICLE9.pdf>
 - Indrawaty, I., & Mildawati, T. (2018). THE EFFECT OF PROFITABILITY, LEVERAGE, LIQUIDITY ON COMPANY VALUE WITH DIVIDEND POLICY AS MODERATING VARIABLES. *Jurnal Ilmu Administrasi Bisnis*, 7(3).
 - Indriyani, E. (2017). The Effect of Firm Size and Profitability on Firm Value. *Akuntabilitas*, 10(2), 333–348.
 - Jamaluddin, Handayani, S. R., Palit, T. C., & Sipahutar, I. A. (2020). The Effect of Capital Structure, Profitability, and Company Risk on Wholesale Company Value Nilai. *Business Innovation & Entrepreneurship Journal*, 2(3), 188–196.
 - Jufrizen, J., & Al Fatin, I. N. (2020). The Influence of Debt To Equity Ratio, Return On Equity, Return On Assets And Company Size On Firm Value In Pharmaceutical Companies. *Jurnal Humaniora*, 4(1), 183–195.
 - Kamar, K. (2017). Analysis of the Effect of Return on Equity (Roe) and Debt to Equity Ratio (Der) On Stock Price on Cement Industry Listed In Indonesia Stock Exchange (Idx) In the Year of 2011-2015. *IOSR Journal of Business and Management*, 19(05), 66–76.
 - Krisardiyansah, K., & Amanah, L. (2020). The Effect of Free Cash Flow, Leverage, Profitability, Liquidity and Company Size on Dividend Policy. *Current: Jurnal Kajian*

Akuntansi dan Bisnis Terkini, 1(1), 132–149.

- Kusumawati, E., & Setiawan, A. (2019). the Effect of Managerial Ownership, Institutional Ownership, Company Growth, Liquidity, and Profitability on Company Value. *Riset Akuntansi dan Keuangan Indonesia*, 4(Vol 4, No 2 (2019)), 136–146.
- Lumoly, S., Murni, S., & N. Untu, V. (2018). THE INFLUENCE OF LIQUIDITY, COMPANY SIZE AND PROFITABILITY ON COMPANY VALUE (Study on Metal and Similar Companies Listed on the Indonesia Stock Exchange). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(3), 1108–1117.
- Mahardini, N. Y. (2019). The Impact of Working Capital, Return on Assets and Return on Equity on Corporate Income Tax. *Journal of Accounting Auditing and Business*, 2(2), 37–45.
- Marsha, N., & Murtaqi, I. (2017). The Effect of Financial Ratios on Firm Value in The Food and Beverage Sector of The IDX. *Journal of Business and Management*, 6(2), 214–226.
- Martha, L., Sogiroh, N. U., Magdalena, M., Susanti, F., & Syafitri, Y. (2018). Profitability and Dividend Policy on Company Value. *Jurnal Benefita*, 3(2), 227–238.
- Maurien, M., & Ardana, I. C. (2019). The Effect of Profitability, Firm Size, Firm Growth, Liquidity, Sales Growth on Company Value. *Jurnal Multiparadigma Akuntansi*, 1(4), 1013–1021.
- Mo'o, O., Mangantar, M., & Tulung, J. E. (2018). Effect of Capital Structure, Managerial Ownership and Dividend Policy on Stock Prices. *ISSN 2303-1174 Jurnal EMBA*, 6(3), 1138–1147.
- Natalee, P., & Susanti, M. (2020). THE INFLUENCE OF CORPORATE GOVERNANCE, DIVIDEND POLICY, CAPITAL STRUCTURE, AND PROFITABILITY ON COMPANY VALUE. *Jurnal Multiparadigma Akuntansi*, 2(2), 67–80.
- Nguyen, T. H., & Nguyen, H. A. (2020). Capital structure and firm performance of non-financial listed companies: Cross-sector empirical evidences from Vietnam. *Accounting*, 6(2), 137–150.
- Nurhayati, I., & Kartika, A. (2020). The Effect of Capital Structure and Profitability on Firm Value With Dividend Policy as a Moderating Variable in Manufacturing Companies in 2016-2018. *Journal of Chemical Information and Modeling*, 9(2), 133–144.
- Oktaviani, R. F., & Mulya, A. A. (2018). The Effect of Capital Structure and Profitability on Firm Value with Dividend Policy as Moderation. *Journal of Chemical Information and Modeling*, 7(2), 139–150.
- Palupi, R. S., & Hendiarto, S. (2018). Debt Policy, Profitability and Dividend Policy on Property & Real Estate Company Value. *Jurnal Ecodemica*, 2(2), 177–185. Retrieved from <http://ejournal.bsi.ac.id/ejournal/index.php/ecodemica>
- Pratiwi, N. P. D., & Mertha, M. (2017). The Effect of Debt Policy and Profitability on Firm Value. *E-Jurnal Akuntansi Universitas Udayana Vol.20.2.Agustus (2017): 1446-1475 ISSN: 2302-8556*, 20(2), 1446–1475.
- Purwohandoko, P. (2017). The Influence of Firm's Size, Growth, and Profitability on Firm Value with Capital Structure as the Mediator: A Study on the Agricultural Firms Listed in the Indonesian Stock Exchange. *International Journal of Economics and Finance*, 9(8), 103.
- Puspitaningtyas, Z. (2017). Moderate Effect of Dividend Policy Value of Manufacturing Companies. *Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis*, 5(2), 173–180.
- Putri, V. R., & Rachmawati, A. (2018). The Effect of Profitability, Dividend Policy, Debt Policy, and Firm Age on Firm Value in The Non-Bank Financial Industry. *Jurnal Ilmu Manajemen & Ekonomika*, 10(1), 14.
- Rahmantio, I., Saifi, M., & Nurlaily, F. (2018). THE EFFECT OF DEBT TO EQUITY RATIO, RETURN ON EQUITY, RETURN ON ASSET AND COMPANY SIZE ON COMPANY VALUE (Study on Mining Companies Listed on the Indonesia Stock Exchange 2012-2016). *Jurnal Administrasi Bisnis*, 57(1), 151–159. Retrieved from

<http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2365>

- Rosada, F. L. A., & Idayati, F. (2017). The Effect of Profitability on the Company Value of Automotive Companies on the Indonesia Stock Exchange. *Jurnal ilmu dan Riset Akuntansi*, 6(1), 255–274.
- Sanjaya, G., & Ariesa, Y. (2020). The Effect of Return On Equity, Debt To Asset Ratio, and Current Ratio on Dividend Policy in Basic and Chemical Industry Sector Companies Listed on the IDX for the 2013-2018 Period. *Jurnal Ekonomi Bisnis Manajemen Prima*, I(II). Retrieved from www.economy.okezone.com
- Sari, T. W., Hidayat, R. R., & Sulasmiyati, S. (2017). The Influence of Return on Investment (ROI), Return on Equity (ROE), Earnings Per Share (EPS) and Market Value Added (MVA) on Stock Return (Study on Consumer Goods Industry that Listed on Indonesia Stock Exchange for 2011-2015). *Jurnal Administrasi Bisnis*, 46(1), 172–180.
- Senja, A. C., & Wahyuni, D. U. (2017). The Effect of Wct, Leverage and ROE on Property and Real Estate Company Value Perusahaan. *Jurnal Ilmu dan Riset Manajemen*, 6(2), 1–18.
- Siallagan, M. E. P., Siahaan, Y., Jubi, J., & Inrawan, A. (2019). The Effect of Profitability on Firm Value with Leverage as Moderating Variable in Pharmaceutical Sub-Sector Companies Listed on the Indonesia Stock Exchange. *SULTANIST: Jurnal Manajemen dan Keuangan*, 6(2), 1–8.
- Siregar, M. E. S., & Dalimunthe, S. (2019). The Effect of Profitability, Company Size, Dividend Policy and Capital Structure on Firm Value in Manufacturing Companies Listed on the Indonesia Stock Exchange for the 2015-2017 Period. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 10(2), 356–385.
- Sisdianto, E., & Fitri, A. (2020). THE EFFECT OF FIRM GROWTH AND FIRM VALUE ON CORPORATE SOCIAL RESPONSIBILITY IN INDONESIA (Survey on Bank Mandiri and Bank Mandiri Syariah Years 2014-2018). *Al-Mal: Jurnal Akuntansi dan Keuangan Islam*, 01(01), 9–24. Retrieved from <http://ejournal.radenintan.ac.id/index.php/al-mal>
- Sondakh, P., Saerang, I., & Samadi, R. (2019). THE EFFECT OF CAPITAL STRUCTURE (ROA, ROE AND DER) ON COMPANY VALUE (PBV) IN PROPERTY SECTOR COMPANIES LISTED ON IDX (Period 2013-2016). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(3), 3079–3088.
- Suardana, I. B. R., Astawa, I. N. D., & Martini, L. K. B. (2018). Influential Factors towards Return On Assets and Profit Change (Study on all BPR in Bali Province). *International Journal of Social Sciences and Humanities (IJSSH)*, 2(1), 105–116.
- Sudirman, S., Kamaruddin, K., & Possumah, B. T. (2020). The Influence of Net Profit Margin, Debt to Equity Ratio, Return on Equity and Earning per Share on the Share Prices of Consumer Goods Industry Companies in Indonesia. *International Journal of Advanced Science and Technology*, 29(7), 13428–13440.
- Sukmawardini, D., & Ardiansari, A. (2018). The Influence of Intitutional Ownership, Profitability, Liquidity, Dividend Policy, Debt Policy on Firm Value. *Management Analysis Journal*, 7(2), 211–222.
- Suwardika, I., & Mustanda, I. (2017). The Effect of Leverage, Company Size, Company Growth, and Profitability on Company Value in Property Companies. *E-Jurnal Manajemen Unud*, 6(3), 254488.
- Tamrin, M., Mus, H. R., Sudirman, S., & Arfah, A. (2018). Effect of profitability and dividend policy on corporate governance and firm value: Evidence from the Indonesian manufacturing Sectors. *IOSR Journal of Business and Management*, 19(10), 66–74.
- Tantawi, D., & Jonnardi. (2020). The Effect of Liquidity, Firm Growth, Leverage and Profitability on Firm Value. *Jurnal Multiparadigma Akuntansi Tarumanagara*, 2(4), 1460–1468.