

ABSTRACT

The title of research is obtained by increasing the competition level of companies in any sectors. Particularly , in food and beverage company that registered in Bursa Efek Inndonesia (BEI). It means every company should understand the influential factors of company value in order to maximize their company value. In addition, the current condition extends the investors to more selective in choosing the companny properly for investing their capital to those companies.

This research aims to define the influence of profitablity and investment decision toward company value that moderated by dividend policy in food and beverage companies that registered in bursa efek indonesia (BEI) 2012-2015. Furthemore, the research methods are descriptive and verificative method. For sampling, this research required 8 companies of food and beverage that registered in BEI since 2012-2015, the sample is gathered by purposive sampling. Moreover, for the data analysis used the classic assumption test, assumption of linear regression regression, binary correlation, coefficient determination, test hypotheses, and moderation linear regression. The data processing used SPSS.21 program.

The remarkable results simultaneously and partially showed the present of significant influence positively towards company value. Refers to the result of determination correlation before moderating, the percentage of correlation is 64.69%. Moreover, the contribution of determination correlation after moderating is 69.4%.

In conclusion, this research obtained the value of profitablity more than the investment decision before moderating process. Moreover, after moderating process, the result showed dividend policy strengthen the influence of probability toward company value.

Keywords : Probability, Investment Decision, Dividend Policy, and Company Value.