

## **ABSTRACT**

*The purpose of this research is to test the influence of profitability and investment decision to the firm value with dividend policy as a moderating variable to the manufacturing companies sector consumer goods industry which are listed in Indonesia Stock Exchange in the period of 2012-2015. The research samples are 18 manufacturing companies sector consumer goods industry which are listed in Indonesia Stock Exchange from 2012-2015 and these companies have been selected by using purposive sampling. Data analysis method used to test the influence of independent variables to the dependent variable are using multiple linear regression, while in order to test the influence of moderation variable to the relationship between the independent variable and dependent variable is using moderated regression analysis with the instrument of SPSS application (Statistical Product and Service Solutions). The results show that profitability and investment decisions simultaneously and partially significant effect on firm value with the direction of positive relationships, with a simultaneous effect of 68,6%. Dividend policy proved to be a moderating variable on the influence of profitability and investment decisions on firm value with a positive relationship direction of 78,4% and the rest influenced by other variables.*

***Keywords: profitability, investment decision, dividend policy and firm value.***