ABSTRACT

This research was conducted on the company which registered in Bandung. A phenomenon that occured in JII is decreasing of value company during three years. But However, the descend growth of value company isn't followed by the profitability and leverage.

This research is a quantitative study, with descriptive and verification methods. The population in this study is a 30 companies which registered in JII, the sampling using jenuh sampling technique. Kind of data is secondary data that was collecting from Indonesian Stock Exchange. Data was analyzed by regression double linier technic with the help of software SPSS v17.0.

The results showed that the company value which using Earning per Share (EPS) as indicator was influenced by profitability which using return on asset (ROA) as indicator and company value (EPS) was influenced by leverage which using Debt Ratio (DR) as indicator.

Keywords: Profitability , ROA, Leverage, DR, Company Value, EPS.

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