



DAFTAR PUSTAKA

1. Acarapong, K. (2010). Value Relevance and Components of Deferred Tax Assets and Liabilities: Evidence from the Listed Companies on SET 100 in Thailand. *Asian Journal of Business and Accounting*, vol.3, no.1, pp.55–88.
- Adwan, S., Alhaj-Ismail, A., & Girardone, C. (2020). Fair Value Accounting and Value Relevance of Equity Book Value and Net Income for European Financial Firms During the Crisis. *Journal of International Accounting, Auditing and Taxation*, vol.39, pp.1–33.
- Akbar, S., & Stark, A. W. (2003). Deflators, Net Shareholder Cash Flows, Dividends, Capital Contributions and Estimated Models of Corporate Valuation. *Journal of Business Finance and Accounting*, vol.30, no.9–10, pp.1211–1233.
- Amir, E., & Lev, B. (1996). Value-Relevance of Nonfinancial Information: The Wireless Communications Industry. *Journal of Accounting and Economics*, vol. 22, no.1–3, pp.3–30.
- Andrew, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Tenth Edition, Boston:Cengage Learning.
- Ball, R., & Brown, P. (1968). An Empirical of Accounting Income Numbers. *Journal of Accounting Research*, vol.6, no.2, pp.159–178.
- Badan Pengawas Pasar Modal dan Lembaga Keuangan. (2011). *Keputusan Ketua Badan Pengawas Pasar Modal dan Lembaga Keuangan Nomor: KEP-346/BL/2011 Tentang Penyampaian Laporan Keuangan Berkala Emiten atau Perusahaan Publik*.
- Barth, M. E., Beaver, W. H., & Landsman, W. R. (2001). The Relevance of the Value Relevance Literature For Financial Accounting Standard Setting: Another View. *Journal of Accounting and Economics*, vol.31, pp.77–104.
- Beest, F. Van, Braam, G., & Boelens, S. (2009). Quality Of Financial Reporting : Measuring Qualitative Characteristics. *Nijmegen Center for Economics Working Paper 09-108*. April 2009, pp.1-40
- Beig, F. A., & Nika, F. A. (2019). Brand Experience and Brand Equity. *SAGE Journal*, vol.23, no.4, pp.410–417.
- Beisland, L. A. (2009). A Review of the Value Relevance Literature. *The Open Business Journal*, vol.2, no.1, pp.7–27.
- Bowerman, B. L., O’Connell, R. T., & Murphree, E. S. (2017). *Business Statistics in Practice Using Modeling, Data, and Analytics*. Eighth Edition. New York: McGraw-Hill Education.
- Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of Financial Management*. Fifteenth Edition. Boston: Cengage Learning.
- Cazavan-Jeny, A., Jeanjean, T., & Joos, P. (2011). Accounting choice and future performance: The case of R&D accounting in France. *Journal of Accounting and Public Policy*, vol.30, no.2, pp.145–165.

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber.
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



- Chan, K. C., & Seow, G. S. (1996). The association between stock returns and foreign GAAP earnings versus earnings adjusted to U.S. GAAP. *Journal of Accounting and Economics*, vol. 21, no.1, pp.139–158.
- Chluddek, A. K. (2011). Dissertation: *The Impact of Deferred Taxes on Firm Value*. University of Cologne.
- Collins, D. W., Maydew, E. L., & Weiss, I. S. (1997). Changes in the value-relevance of earnings and book values over the past forty years. *Journal of Accounting and Economics*, vol. 24, no.1, pp.39–67.
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling Theory: A Review and Assessment. *Journal of Management*, vol. 37, no.1, pp.39–67.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. Twelfth Edition. New York: McGraw-Hill/Irwin.
- Dhaliwal, D., Subramanyam, K. R., & Trezevant, R. (1999). Is Comprehensive Income Superior to Net Income as a Measure of Firm Performance? *Journal of Accounting and Economics*, vol. 26, no.(1–3), pp.43–67.
- Diatmika, I. P. G., & Sinarwati, N. K. (2017). Pengaruh Aset Tidak Berwujud dan Biaya Penelitian dan Pengembangan Terhadap Nilai Pasar Pada Perusahaan Manufaktur Yang Terdaftar di Bursa Efek Indonesia Periode 2011-2015. *E-Journal Akuntansi*, vol.7, no.1, pp.1–9.
- Du, D. & Osmonbekov, T. (2020). Direct Effect of Advertising Spending on Firm Value: Moderating Role of Financial Analyst Coverage. *International Journal of Research in Marketing*, vol. 37, no.1, pp.196–212.
- Ehie, I. C., & Olibe, K. (2010). The Effect Of R & D Investment On Firm Value : An Examination Of US Manufacturing And Service Industries. *Journal of Production Economics*, vol.128, no.1, pp.127–135.
- Eisenhardt, K. M. (1989). Agency Theory : An Assessment and Review. *Academy of Management*, vol.14, no.1, pp.57–74.
- Elshandidy, T. (2014). Value Relevance of Accounting Information: Evidence from an Emerging Market. *Advances in Accounting*, vol.30, no.1, pp.176–186.
- Erickson, G., & Robert, J. (1992). Gaining Comparative Advantage Through Discretionary Expenditures : The Returns to R&D and Advertising Authors. *The Institute of Management Science*, vol.38, no.9, pp.1264–1279.
- Fama, E. F. (1970). Efficient Capital Markets: A Review Of Theory And Empirical Work. *The Journal of Finance*, vol.25, no.2, pp.383–417
- Financial Accounting Standards Board. (2008). *Statement of Financial Accounting Concepts No.1*.
- Financial Accounting Standards Board. (2010). *Statement of Financial Accounting Concepts No.8* (Issue 8).
- Feltham, G. A., & Ohlson, J. A. (1995). Valuation and Clean Surplus Accounting for Operating and Financial Activities. *Contemporary Accounting Research*, vol.2, no.2, pp.689–731.

Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



- Ferraro, O., & Veltri, S. (2011). The Value Relevance of Intellectual Capital On The Firm's Market Value : An Empirical Survey On The Italian Listed Firms. *International Journal Knowledge-Based Development*, vol.2, no.1, pp.66–82.
- Francis, J., & Schipper, K. (1999). Have Financial Statements Lost Their Relevance? *Journal of Accounting Research*, vol.37, no.2, pp.319–352.
- Gee-jung, K. (2015). The Nonlinear Value Relevance of Advertising Expenditure in Listed Korean Stock Markets. *Canadian Center of Science and Education*, vol.11, no.22, pp.160–170.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Edisi Sembilan. Semarang: Badan Penerbit Universitas Diponegoro.
- Gitman, L. J., & Zutter, C. J. (2015). *Principles of Managerial Finance*. Fourteenth Edition. London: Pearson Education Limited.
- Godfrey, J., Hodgson, A., Tarca, A., Hamilton, J., & Holmes, S. (2010). *Accounting Theory..* Seventh Edition. Australia: John Wiley & Sons, Ltd.
- Gu, F., & Li, J. Q. (2010). The Value-Relevance of Advertising: Evidence from Pharmaceutical Industry. *Journal of Accounting, Auditing & Finance*, vol. 25, no.1, pp.85–119.
- Hackley, C. (2005). *Advertising & Promotion Communicating Brand*. First Edition. London: SAGE Publications
- Han, B. H., & Manry, D. (2004). The Value-Relevance of R&D and Advertising Expenditures: Evidence from Korea. *International Journal of Accounting*, vol.39, no.2, pp.155–173
- Hand, J. R. M., & Landsman, W. R. (2005). The Pricing of Dividends in Equity Valuation. *Journal of Business Finance and Accounting*, vol.32, no.3, pp.435–468.
- Hartono, J. (2017). *Teori Portofolio Dan Analisis Investasi*. Edisi Sebelas. BPFE-Yogyakarta.
- Ho, Y. K., Keh, H. T., & Ong, J. M. (2005). The Effects of R&D and Advertising on Firm Value: An Examination of Manufacturing and Nonmanufacturing Firms. *IEEE Transactions on Engineering Management*, vol.52, no.1, pp.3–14.
- Holthausen, R. W., & Watts, R. L. (2001). The Relevance of the Value-Relevance Literature for Financial Accounting Standard Setting. *Journal of Accounting and Economics*, vol. 31, pp. 3–75.
- Hsu, T., & Jang, S. C. (2008). Advertising Expenditure, Intangible Value and Risk: A Study of Restaurant Companies. *International Journal of Hospitality Management*, vol. 27, no.2, pp.259–267..
- Ikatan Akuntan Indonesia. (2009). *Pernyataan Standar Akuntansi Keuangan No. 23 Tentang Pendapatan*.
- Ikatan Akuntan Indonesia. (2014). *Pernyataan Standar Akuntansi Keuangan No. 19 Tentang Aset Tak Berwujud*.
- Ikatan Akuntan Indonesia. (2019). *Kerangka Konseptual Pelaporan Keuangan*.

Hak Cipta Dilindungi Undang-Undang
Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



International Accounting Standards Board. (2018). *Conceptual Framework for Financial Reporting - 2021 Issued IFRS Standards (Part A)*

International Accounting Standards Board. (2021). *International Accounting Standards No. 38 Intangible Assets - 2021 Issued IFRS Standards (Part A)*

IDN Financials. (2013). PT AP&M Indonesia. Diakses 12 Desember 2021. <https://www.idnfinancials.com>

Indonesia Stock Exchange. (2009). PT Bursa Efek Indonesia. Diakses 12 Desember 2021 <http://www.idx.co.id>

Jensen, M. C., & Meckling, W. H. (1976). Theory of the Firm: Managerial Behavior, Agency Costs, and Ownership Structure. *Journal of Financial Economics*, vol.3, pp.305–360.

Joshi, A., & Hanssens, D. M. (2004). Advertising Spending and Market Capitalization. *Marketing Science*, vol.4, no.2. pp. 79-95.

Joshi, A., & Hanssens, D. M. (2010). The Direct and Indirect Effects of Advertising Spending on Firm Value. *Journal of Marketing*, vol.74, pp.20–33.

Keller, K. L., & Brexendorf, T. O. (2019). *Measuring Brand Equity*. Springer Fachmedien. pp.1409-1439

Keller, K. L., Prameswaran, A. M. ., & Jacob, I. (2015). *Building, Measuring, and Managing Brand Equity*. Fourth Edition. India: Pearson India Education Services.

Kieso, D. E., Weygandt, J. J., & Kimmel, P. D. (2015). *Financing Accounting IFRS*. Third Edition. United States: John Wiley & Sons, Inc

Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2016). *Intermediate Accounting*. Sixteenth Edition. United States: John Wiley & Sons, Inc.

Kohler, E. L., Cooper, W. ., & Ijiri, Y. (1983). *Kohler's Dictionary For Accountants* (W. . Cooper & Y. Ijiri (Eds.); Sixth Edition. Austin: Pearson Education, Inc.

Koran Sindo. (2017). *Kinerja Industri Manufaktur Terus Membaik, Menperin: Harus Terus Ditingkatkan!* economy.okezone.com. Diakses 13 Januari 2022 <https://economy.okezone.com/read/2017/09/07/320/1771039/kinerja-industri-manufaktur-terus-membaik-menperin-harus-terus-ditingkatkan>

Kusmawati. (2020). Pengaruh Biaya R&D dan Biaya Iklan Terhadap Kinerja Laba. *Jurnal Keuangan Dan Bisnis*, pp.179–189

Lev, B., & Zarowin, P. (1999). The Boundaries of Financial Reporting and How to Extend Them. *Journal of Accounting Research*, vol.37, no.2, pp.353–385.

Mahendru, M., & De, K. K. (2014). Does Advertising Expenditure Impact Firm Value: A Case of Indian FMCG Industry. *Global Journals Inc*, vol.14, no.1, pp. 7-18

Malik, I. (2020). Strategi Perencanaan dan Pengembangan Bisnis. *Ilmu Administrasi Bisnis*, vol.3, no.1, pp.39–61.

Markarian, G., Pozza, L., & Prencipe, A. (2008). Capitalization of R&D Costs and Earnings Management: Evidence From Italian Listed Companies. *International Journal of Accounting*, vol.43, no.3, pp.246–267.

McIlkenny, P., & Persaud, A. (2017). Value Relevance of The Voluntary Disclosure of



Advertising Expenditure: Evidence From Canada. *International Journal of Accounting and Finance*, vol.7, no.3, pp.185-208.

Mirza, A., Malek, M., & Abdul-hamid, M. A. (2018). Value Relevance of Earnings and Book Value of Equity: Evidence from Malaysia. *Global Business Management Review*, vol.10, no.2, pp.19–40.

Naiman, Z. (2016). Relevansi Nilai Informasi Akuntansi: Suatu Kajian Teoritis. *Buletin Studi Ekonomi*, vol.19, no.1, pp.105–117..

Nangoy, C. L., Tumbuan, W. J. F. A., & Program, M. (2018). The Effect of Advertising and Sales Promotion on Consumer Buying Decision of Indovision Tv Cable Provider. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, vol.6, no.3, pp.1228–1237.

Napoli, F. (2015). The Value Relevance of R&D Expenditure After the Adoption of the International Accounting Standards by Italian Publicly Listed Companies. *Problems and Perspectives in Management*, vol.13, no.2, pp.91–101.

Nyabundi, M. A. (2013). Value relevance of Financial Statements Information: Evidence from Listed Firms in Kenya. *Advances in Management & Applied Economics*, vol.3, no.1, pp.115–134.

Ohlson, J. A. (1995). Earnings, Book Values, and Dividends in Equity Valuation. *Contemporary Accounting Research*, vol.11, no.2, pp.661–687.

Omokhudu, O. O., & Ibadin, P. O. (2015). The Value Relevance of Accounting Information: Evidence from Nigeria. *Accounting and Finance Research*, vol.4, no.3, pp.20-30.

Ota, K. (2001). The Impact of Valuation Models on Value-Relevance Studies in Accounting: A Review of Theory and Evidence. The Australian University Working Paper. pp.1-36.

Otoritas Jasa Keuangan. (2016). *Peraturan Otoritas Jasa Keuangan Nomor 29/POJK.04/2016 Tentang Laporan Tahunan Emiten atau Perusahaan Publik*.

Padgett, R. C., & Galan, J. I. (2010). The Effect Of R&D Intensity On Corporate Social Responsibility. *Journal of Business Ethics*, vol.93, no.3, pp.407–418.

Prakoso, I. (2014). Value Relevance Analysis Of Deferred Tax: ASEAN Perspective. *Finance and Banking Journal*, vol.16, no.2, pp.157–171.

Puspitaningtyas, Z. (2012). Relevansi Nilai Informasi Akuntansi Dan Manfaatnya Bagi Investor. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, vol.16, no.2, pp.164–183.

Puspitaningtyas, Z. (2019). Empirical Evidence Of Market Reactions Based On Signaling Theory In Indonesia Stock Exchange. *Investment Management and Financial Innovations*, vol.16, no.2, pp.66–77

Puustinen, E. (2021). Thesis: The Effect Of Legal Origin On The Value Relevance Of R & D European Evidence. Aalto University School of Business.

Qureshi, M. I. (2015). Valuation of Various Media Advertising Expenditures - UK Perspective. *International Journal of Accounting, Auditing and Performance Evaluation*, vol.11, no.1, pp.1–13.

Qureshi, M. I. (2017). The Value Relevance of Intangibles: Some Evidence on Industry

Hak cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



Sector, Firm Performance and Size Effects. *International Journal of Accounting, Auditing and Performance Evaluation*, vol.13, no.3, pp.293–307.

Rahmad, F. (2020). "Semester II/2020, Tren Belanja Iklan Diprediksi Meningkat." *ekonomi.bisnis.com*. Diakses 25 Desember 2021
<https://ekonomi.bisnis.com/read/20200825/12/1283033/semester-ii2020-tren-belanja-iklan-diprediksi-meningkat>

Sadita, G., Budi, A., & Rio, M. (2019). Relevansi Nilai Inkremental Arus Kas dan Laba Terhadap Return Saham: Kajian dalam Kondisi Moderat dan Ekstrem. *Jurnal Akuntansi Keuangan Dan Bisnis*, vol.12, no.2, pp.29–38.

Saleh, T. (2019). "Asing Ramai Lepas Saham Kalbe Hari Ini, Ada Apa?" *CNBCIndonesia.com*. Diakses 25 Desember 2021
<https://www.cnbcindonesia.com/market/20190710165916-17-83996/asing-ramai-lepas-saham-kalbe-hari-ini-ada-apa>

Sasu, D. O., Abor, J. Y., & Quaye, S. (2019). Do Shareholders Fight for Firm Value or Market Value in Emerging Markets? The Mediating Effect of Board Structure Dynamics on Dividend Policy Decision. *African Development Review*, vol. 31, no.4, pp.409–422.

Schroeder, R. G., Clark, M. W., & Cathey, J. M. (2020). *Teori Akuntansi Keuangan: Teori dan Kasus*. Edisi 12. Terjemahan Jakarta: Salemba Empat.

Scott, W. R. (2015). *Financial Accounting Theory*. Seventh Edition. Canada: Pearson Canada Inc.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: a skill-building approach*. Seventh Edition. United Kingdom: John Wiley & Sons, Ltd.

Septyaningsih, I. (2020). *Kemenperin Dorong Industri Manfaatkan Teknologi AI*. *republika.co.id*. Diakses 17 Januari 2022
<https://www.republika.co.id/berita/qfemst423/kemenperin-dorong-industri-manfaatkan-teknologi-ai>

Shah, S. Z. A., Liang, S., & Akbar, S. (2013). International Financial Reporting Standards and the Value Relevance of R&D Expenditures: Pre and Post IFRS Analysis. *International Review of Financial Analysis*, vol.30, pp.158–169.

Shah, S. Z. A., Stark, A. W., & Akbar, S. (2008). Firm Size, Sector and Market Valuation of R&D Expenditures. *Applied Financial Economics Letters*, vol.4, no.2, pp.87–91.

Shah, S. Z. A., Stark, A. W., & Akbar, S. (2009). The Value Relevance of Major Media Advertising Expenditures: Some U.K. Evidence. *International Journal of Accounting*, vol. 44, no.2, pp.187–206.

Smart, S. B., Gitman, L. J., & Joehnk, M. D. (2017). *Fundamentals of Investing*. Thirteenth Edition. London: Pearson Education, Inc.

Spence, M. (1973). Job Market Signaling. *The Quarterly Journal of Economics*, vol.87, no.3, pp.355–374.

Staubus, G. J. (2003). An Accountant's Education. *The Accounting Historians Journal*, vol.30, no.1, pp.155–196.

Suwardjono. (2010). *Teori Akuntansi*. Edisi Ketiga. Yogyakarta: BPFE-Yogyakarta.



Tsoligkas, F., & Tsalavoutas, I. (2011). Value Relevance of R&D In The UK After IFRS Mandatory Implementation. *Applied Financial Economics*, vol.21, no.13, pp.957–967.

Utami, F., & Haryono, S. (2021). Relevansi Informasi Akuntansi Terhadap Harga Saham Perusahaan Listed Jakarta Islamic Index (JII). *Jurnal SIKAP*, vol.5, no.2, pp.190–201.

Venkatachalam, M. (1996). Value-Relevance of Banks' Derivatives Disclosures. *Journal of Accounting and Economics*, vol.22, no.(1–3), pp.327–355.

Widiastuti, N. P. E., & Meiden, C. (2013). Relevansi Nilai Laba dan Buku Ekuitas dengan Dimoderasi oleh Aspek Perpajakan. *Media Riset Akuntansi*, vol.3, no.1, pp.105–125.

Wu, H., Fargher, N., & Wright, S. (2010). Accounting For Investments And The Relevance Of Losses To Firm Value. *International Journal of Accounting*, vol.45, no.1, pp.104–117.

Yahoo Finance. (1997). Yahoo! Inc Ltd. Diakses 12 Desember 2021. <https://www.finance.yahoo.com>

Hak Cipta Dilindungi Undang-Undang