# *ABSTRACT*

*Yolanda Sollu/ 38150534/ 2019/ The effect of Tax Avoidance, Profitability, Managerial Ownership and Institusional Ownership on Firm Value in Manufacturing Company Listed on Indonesian Stock Exchange Period 2014-2017/ Advisor:* *Ari Hadi Prasetyo, Drs., M.M., M.Ak.*

*In general, companies have two objectives, namely short-term goals and long-term goals. The short-term goal is to increase profits with the resources owned by the company, while the long-term goal of the company is to increase the value of the company. This research aims to determine the effect of tax avoidance, profitability, managerial ownership, and institusional ownership on firm value.*

*Firm value is the company's performance, which is reflected by the stock price formed by demand and supply in the capital market which reflects investors' assessment of the company's performance. The theory underlying this research is signal theory and agency theory. Signal theory is a theory that explains the signal given to investors and other parties for information through financial statements. Agency theory is a theory that explains the relationship of the agency, namely the principal and agent.*

*The population in this study are all manufacturing companies listed on the Indonesian Stock Exchange for the period 2014-2017*. *Sample were taken purposive sampling technique that is based on specific criteria. The analysis technique used is quantitative methods, included descriptive statistic, pooling data test, classic assumption test, multiple regression linear analysis, coefficient of determination test, F test and t test. The number of manufacturing companies sampled in this research was 32 samples during 4 years of observation.*

*After a pooling test, it can be concluded that the data can be combined. The t test results show that there is not enough evidence that tax avoidance variable have a significant negative effect on firm value with a significant value of 0.18, there is enough evidence that profitability has a positive significant effect on firm value with a significant value of 0,000, it cannot be concluded that managerial ownership has a significant positive effect on firm value with a significant value of 0.001 and there is not enough evidence that institutional ownership variables have a significant positive effect on firm value with a significant value of 0.218.*

*The conclusion of this research shows there is not enough evidence that tax avoidance variable have a significant negative effect on firm value, there is enough evidence that profitability has a positive significant effect on firm value, it cannot be concluded that managerial ownership has a significant positive effect on firm value and there is not enough evidence that institutional ownership variables have a significant positive effect on firm value.*

**Key words :** *Firm Value, Tax Avoidance, Profitability, Manajerial Ownership, Institusional Ownership.*