

## **ABSTRACT**

*This study aims to examine the effect of Return on Equity (ROE), Dividend Payout Ratio (DPR), Debt to Equity Ratio (DER), Intangible Assets (Goodwill), Research and Development Intensity on Firm Value (PBV) in Manufacturing Companies that listed on the Indonesia Stock Exchange (IDX) for the period 2019-2021.*

*This study uses secondary data sourced from Bloomberg and financial reports on [www.idx.co.id](http://www.idx.co.id). The method used is purposive sampling and produces a total research sample of 18 manufacturing companies so that the total data in this study is 54 data from 2019 - 2021. The analysis technique used is multiple linear regression with SPSS:26 analysis program and has passed the classical assumption test.*

*The results of the study show that the variables Return on Equity (ROE), Dividend Payout Ratio (DPR) and Intangible Assets (Goodwill) variables have a positive and significant effect on Firm Value. While Debt to Equity Ratio (DER), and the Intensity of Research and Development have no effect on Firm Value.*

*Keywords: Return On Equity (ROE), Dividend Payout Ratio (DPR), Debt to Equity Ratio (DER), Intangible Assets (Goodwill), Research And Development Intensity, Firm Value*

