

RINGKASAN

Penelitian ini berjudul “Pengaruh *Cost of Capital* dan *Capital Structure* Terhadap *Firm Value* dengan *Good Corporate Governance* sebagai variabel Moderasi (Studi pada Perusahaan Manufaktur Sektor Barang Konsumsi di Bursa Efek Indonesia Periode 2013-2019)”. Populasi dalam penelitian ini adalah perusahaan yang termasuk dalam perusahaan manufaktur sektor barang konsumsi di Bursa Efek Indonesia periode 2013-2019. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *purposive sampling* dan diperoleh sebanyak 10 sampel.

Berdasarkan hasil penelitian menunjukkan bahwa : (1) *Cost of Capital* berpengaruh positif terhadap *Firm Value*, (2) *Capital Structure* berpengaruh negatif terhadap *Firm Value*, (3) *Good Corporate Governance* tidak memoderasi pengaruh *Cost of Capital* terhadap *Firm Value*, (4) *Good Corporate Governance* tidak memoderasi pengaruh *Capital Structure* terhadap *Firm Value*. Implikasi dari penelitian ini adalah penggunaan biaya modal yang dikeluarkan atau digunakan perusahaan perlu diperhatikan sehingga biaya yang dikeluarkan sangat minim sehingga dapat meningkatkan nilai perusahaan.

Kata kunci : *Cost of Capital*, *Capital Structure*, *Good Corporate Governance*, *Firm Value*.

SUMMARY

This research is entitled "The Influence of Cost of Capital and Capital Structure on Firm Value with Good Corporate Governance as Moderating Variable (Study on Manufacturing Companies in the Consumer Goods Sector on the Indonesia Stock Exchange Period 2013-2019)". The population in this study are companies that are included in the consumer goods manufacturing sector on the Indonesia Stock Exchange for the 2013-2019 period. The sampling technique used in this study was purposive sampling and obtained as many as 10 samples.

Based on the results of the study, it shows that: (1) Cost of Capital has a positive effect on Firm Value, (2) Capital Structure has a negative effect on Firm Value, (3) Good Corporate Governance does not moderate the effect of Cost of Capital on Firm Value, (4) Good Corporate Governance does not moderate the influence of Capital Structure on Firm Value. The implication of this research is that the use of capital costs incurred or used by the company needs to be considered so that the costs incurred are very minimal so that it can increase the value of the company.

Keywords: Cost of Capital, Capital Structure, Good Corporate Governance, Firm Value.

