

Fitria Setia Ningrum, 10322049, **Pengaruh *Ownership retention*, Investasi dari *Proceeds*, Laba Perusahaan, *Underpricing*, Reputasi Auditor Terhadap Nilai Perusahaan dengan Kepemilikan Manajerial dan Kepemilikan Institusional sebagai Variabel Pemoderasi**, Akuntansi, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Juli 2017.

ABSTRAKSI

Initial Public Offering (IPO) merupakan kegiatan penawaran saham perusahaan untuk pertama kalinya di pasar perdana. Saham pada pasar perdana umumnya diminati para investor karena memberikan *initial return*.

Tujuan dari penelitian ini adalah untuk menganalisis Pengaruh *Ownership retention*, Investasi dari *Proceeds*, Laba Perusahaan, *Underpricing*, Reputasi Auditor Terhadap Nilai Perusahaan dengan Kepemilikan Manajerial dan Kepemilikan Institusional sebagai Variabel Pemoderasi yang melakukan IPO di Bursa Efek Indonesia periode 2014-2016.

Berdasarkan data dari Bursa Efek Indonesia dengan menggunakan metode *purposive sampling*, pada periode tersebut diperoleh 38 sampel perusahaan dari 53 perusahaan yang dapat digunakan dalam penelitian ini. Metode yang digunakan adalah analisis regresi berganda dengan tingkat signifikansi 5%.

Hasil analisis regresi menunjukkan variabel *Ownership retention*, Investasi dari *Proceeds*, Laba Perusahaan, *Underpricing*, Reputasi Auditor, Kepemilikan Manajerial dan Kepemilikan Institusional tidak berpengaruh terhadap besarnya Nilai Perusahaan secara simultan. Dan *Ownership retention*, Investasi dari *Proceeds*, Laba Perusahaan, *Underpricing*, Reputasi Auditor, Kepemilikan Manajerial dan Kepemilikan Institusional yang tidak berpengaruh terhadap besarnya Nilai Perusahaan secara parsial. Sedangkan Variabel Kepemilikan Manajerial dan Kepemilikan Institusional bukan merupakan Variabel Pemoderasi.

Kata kunci : *Initial Public Offering* (IPO), Nilai Perusahaan, *Ownership retention*, Investasi dari *Proceeds*, Laba Perusahaan, *Underpricing*, Reputasi Auditor, Kepemilikan Manajerial, Kepemilikan Institusional.

Fitria Setia Ningrum, 10322049, *The Effect of Ownership retention, Investment from Proceeds, Corporate Profit, Underpricing, Auditor's Reputation To the Value of the Company with Managerial Ownership and Institutional Ownership As a Moderating Variable*, Accounting, Economy Faculty, Muhammadiyah University of Gresik, July 2017.

ABSTRACT

Initial Public Offering (IPO) is an activity of share offering to public at first occasion in primary market. These shares are enthused by the investors because of the ability in giving an initial return.

The aim of this study is analyzing the effect of Ownership retention, Investment from Proceeds, Corporate Profit, Underpricing, Auditor's Reputation To the Value of the Company with Managerial Ownership and Institutional Ownership As a Moderating Variable period 2014-2016.

Based on Indonesia Stock Exchange's information, using purposive sampling method, on that period there were 38 of 53 companies that can be used as samples in this study. The method of this study is analysis of multiple regression with a 5% significance level.

The result of regression analysis Ownership retention, Investment from Proceeds, Corporate Profit, Underpricing, Auditor's Reputation, Managerial Ownership and Institutional Ownership no effect on the Company in simultan. And Ownership retention, Investment from Proceeds, Corporate Profit, Underpricing, Auditor's Reputation, Managerial Ownership and Institutional Ownership no effect on the Company in parcial. Meanwhite Variable Managerial Ownership and Institutional Ownership is not a Moderating Variable.

Keyword : Initial Public Offering (IPO), The Value of the Company, Ownership retention, Investment from Proceeds, Corporate Profit, Underpricing, Auditor's Reputation, Managerial Ownership, Institutional Ownership.

