

ABSTRACT

Background: Maximizing firm value is the primary goal of shareholders. Along with changes in business conditions driven by the industrial revolution 5.0, companies must implement the right strategy in order to make innovation by utilizing the company's resources. Management of Intellectual Capital (IC), implementation of Good Corporate Governance (GCG) and maximizing financial performance is one of the methods that companies can use to increase value. Research Question: How much influence do IC, GCG, and financial performance have on firm value? Motivation: Investors in Indonesia tend not to considered non-financial factors in the investment decision-making process. Idea: This study tries to analyze whether non-financial factors such as IC and GCG affect firm value, and how much influence financial performance has in increasing firm value. Data: 42 non-cyclical consumption sectors listed on the Indonesia Stock Exchange (IDX) in 2018-2021. Methods/Tools: This study used panel data regression to examine the alternatives hypothesis. Findings: The results of this study indicate that IC and GCG have no significant effect on firm value, while financial performance has a significant effect on firm value. Contribution: The results of this study contribute to investment decision making by investors.

Keywords: Intellectual Capital, Good Corporate Governance, Financial Performance, Firm Value.