Pengaruh penggunaan kefasihan pengucapan nama perusahaan sebagai dasar pengambilan keputusan investasi terhadap nilai pasar perusahaan (studi empiris perusahaan yang terdaftar di bursa efek Indonesia periode 2009-2013) = The Effect of company name fluency utilization as investment decision reference and market value of the firm empirical (study of listed firm in indonesia stock exchange period of 2009-2013)

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Abstrak

[ABSTRAK

Penelitian ini dilakukan untuk melihat pengaruh penggunaan kefasihan pengucapan nama perusahaan sebagai dasar pengambilan keputusan investasi terhadap nilai pasar perusahaan dengan menggunakan sampel perusahaan terbuka yang terdaftar di Bursa Efek Indonesia pada periode 2009 ? 2013. Variabel yang digunakan dalam penelitian ini adalah nilai pasar perusahaan yang diwakili oleh rasio Tobin?s Q sebagai variabel dependen, nilai kefasihan pengucapan nama perusahaan sebagai variabel independen yang diteliti dan karakteristik perusahaan sebagai variabel kontrol. Nilai kefasihan pengucapan nama perusahaan diukur dengan menjumlahkan nilai panjang nama perusahaan, nilai keberadaan penggalan suku kata dalam bahasa Indonesia pada nama perusahaan dan nilai keberdaan penggalan suku kata yang memiliki arti secara harfiah yang dibuktikan dengan lolos dictionary check terhadap Kamus Besar Bahasa Indonesia. Dari hasil pengujian hipotesis dengan regresi linier berganda (GLS) terbukti bahwa penggunaan kefasihan pengucapan nama perusahaan sebagai dasar pengambilan keputusan investasi mempunyai pengaruh positif yang signifikan terhadap nilai pasar perusahaan.
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ABSTRACT

This research is conducted to know about the effect of company name fluency utilization as investment decision reference and market value of the firm using public companies that listed in Indonesia Stock Exchange over the period 2009 ? 2013 as the sample. The variables are market value of the firm that represented by Tobin?s Q ratio as dependent variable, company name fluency score as independent variable and company characteristics as control variables. Company name fluency score is the sum of the score of company name length, the score of the presence of wording in bahasa and the score of the presence of meaningfull word that being proved by dictionary check to Kamus Besar Bahasa Indonesia. From the hypothesis tested using multiple linier regretions (GLS), it confirms that the utilization of company name fluency as investment decision reference has significant positive influence to market value of the firm. ;This research is conducted to know about the effect of company name fluency utilization as investment decision reference and market value of the firm using public companies that listed in Indonesia Stock Exchange over the period 2009 ? 2013 as the sample. The variables are market value of the firm that represented by Tobin?s Q ratio as dependent variable, company name fluency score as independent variable and company characteristics as control variables. Company name fluency score is the sum of the score of company name length, the score of the presence of wording in bahasa and the score of the presence of meaningfull word that being proved by dictionary check to Kamus Besar Bahasa Indonesia. From the

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