THE EFFECT OF INTANGIBLE ASSET ON COMPANY FIRM VALUE IN INDONESIA

THESIS

Presented as Partial Fulfilment of the Requirement for the

Degree of Sarjana Ekonomi (S1) in Accounting Program

Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

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FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

2021

UNIVERSITAS ATMA JAYA YOGYAKARTA
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Letter of Statement

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I hereby declare that the thesis with this title:

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Is really my own thinking and writing. I fully knowledge that my writing does not contain other or part of other writing, except for those that have been cited and mentioned in the references.

Yogyakarta, February 23rd 2021

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ACKNOWLEDGEMENTS

Best regards to Mother Nature, so researcher can complete the thesis process titled “The Effect of the Intangible Asset on Company Firm Value in Indonesia”.

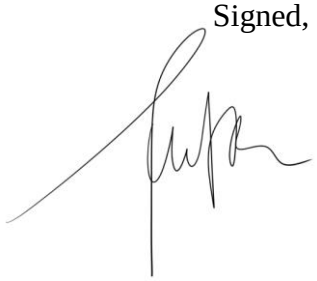
Thesis compiled as partial fulfillment of the Requirements Degree of Sarjana Ekonomi (S1) in Accounting Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta. Completion process was supported from many parties either directly or indirectly ways. Researcher would express the gratitude to:

1. First, thank you for Mother Nature blessings and her warmness so I can complete my thesis up onto this way.
2. Thank you to my supervisor Mr. Putu for his patience more than 2 semesters waiting and constantly remain to be an exceptional supervisor all time. His guidance, support, critics, logical and reasonable judgement support me alot to finish my thesis. May the Mother Nature always give him best warm in every moment.
3. Next, my parents who for never tired with me for always give a support all of this time even though the way is rocky up here.
4. For my Four-Square Brotherhood: Ivan, Johan, Calvin and Aang. In meantime they never give a single doubt that I actually able to finish my Thesis during the last year in our beloved University.
5. Last is for all people in Class who always keep me up whether I cannot be doing the same way they used to. Thank you very

much for your patience with me even though our time in the class is not much, I hope you all the best onwards.

Yogyakarta, February 23rd 2021

Signed,



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Abstract

This research is to examining The Intangible Asset Effect on the Company Firm Value in Indonesia. The population used in this research is the technology, media and pharmaceutical company listed on Indonesian Stock Exchange (IDX) year 2016-2019. Method of purposive sampling technique is used to gathering the sample. The research uses 132 samples which are taken from 33 technologies, media and pharmaceutical companies listed in Indonesia Stock Exchange (IDX) year 2016-2019.

Keywords: Intangible Asset, Firm Value, Size, Return on Asset, Leverage