

PENGARUH STRATEGI DIVERSIFIKASI DAN KARAKTERISTIK PERUSAHAAN TERHADAP KINERJA PERUSAHAAN

Title	PENGARUH STRATEGI DIVERSIFIKASI DAN KARAKTERISTIK PERUSAHAAN TERHADAP KINERJA PERUSAHAAN
Author Order	of
Accreditation	
Abstract	The purpose of this study is to empirically study the effect of diversification strategy and firm characteristic to firm value. The population used in research were all the manufacture companies registered in BEI during the period 2006-2008. The samples used in research were 102 companies. Independent variable used in research were diversification level, leverage, earning growth, size, age, price to book value, and return on asset and Dependent variable was excess value. The result of this study using compare mean analysis finds that there is no different of excess value from single segment company and multy segment company. The result of this study using multiple regression finds that only two variables (diversification level and size) that significantly affect the excess value with level of significance 5 percent
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Author	Dr ADI WIRATNO, S.E., M.M.