

ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh *intellectual capital* terhadap *market value* dan *financial performance* perusahaan saat ini dan di masa yang akan datang. Sampel penelitian ini menggunakan data dari perusahaan *high intellectual capital intensive* menurut Whiting and Woodcock (2011) yang terdaftar di BEI (Bursa Efek Indonesia) tahun 2010 – 2014. Pengukuran *intellectual capital* perusahaan menggunakan metode penghitungan VAICTM oleh Pulic ditambah dengan variabel dependen *Research and Development Expenditure* (RD) dan *Advertising Expenditure* (AD). Pengukuran *market value* perusahaan menggunakan metode penghitungan *Market to Book Value Ratio* dan pengukuran *financial performance* perusahaan menggunakan rasio *Return on Assets* (ROA), *Return on Equity* (ROE), *Growth Revenue* (GR), dan *Employee Productivity* (EP). Hasil penelitian ini menunjukkan bahwa *capital employee* yang paling berpengaruh terhadap peningkatan *market value* dan *financial performance* pada perusahaan sampel.

Kata Kunci : *intellectual capital, market value, financial performance*

ABSTRACT

*This study aims to investigate the association between the intellectual capital and firm's market value and financial performance. Sample of this research using high intellectual capital intensive firms according to Whiting and Woodcock (2011) drawn from Bursa Efek Indonesia reporting 2010 – 2014. Intellectual capital measured by VAIC™ by Pulic added with dependent variable *Research and Development Expenditure* (RD) and *Advertising Expenditure* (AD). Firm's market value measured by *Market to Book Value Ratio* and firm's financial performance measured by *Return on Assets* (ROA), *Return on Equity* (ROE), *Growth Revenue* (GR), and *Employee Productivity* (EP). The study revealed that is capital employee highly regarded on increasing firm's market value and financial performance.*

Keyword : *intellectual capital, market value, financial performance*

