

ABSTRAK

Regista Ayu Dima Putri 2026. Pengaruh *Cost Leadership Strategy* dan *Executive Compensation* terhadap Nilai Perusahaan dengan *Enterprise Risk Management* sebagai Variabel Moderasi. Tugas Akhir. Program Studi (S1) Akuntansi, Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Pembimbing (I) Moh. Ubaidillah, S.Pd., M.Si., CSRS (II) Richo Diana Aviyanti, S.E., M.Ak.

Penelitian ini bertujuan menganalisis pengaruh *Cost Leadership Strategy* dan *Executive Compensation* terhadap Nilai Perusahaan dengan *Enterprise Risk Management* (ERM) sebagai variabel moderasi pada perusahaan sektor infrastruktur yang terdaftar di Bursa Efek Indonesia periode 2021–2025. Penelitian menggunakan pendekatan kuantitatif dengan data sekunder dan teknik purposive sampling, sehingga diperoleh 210 data observasi. Analisis data menggunakan regresi linear berganda dan Moderated Regression Analysis (MRA). Hasil penelitian menunjukkan bahwa *Cost Leadership Strategy* dan *Executive Compensation* berpengaruh positif dan signifikan terhadap nilai perusahaan. *Enterprise Risk Management* mampu memperkuat pengaruh *Cost Leadership Strategy* terhadap nilai perusahaan, tetapi tidak mampu memoderasi pengaruh *Executive Compensation* terhadap nilai perusahaan. Temuan ini menunjukkan bahwa strategi efisiensi biaya yang didukung pengelolaan risiko efektif dapat meningkatkan nilai perusahaan.

Kata kunci: *Cost Leadership Strategy*, *Executive Compensation*, *Enterprise Risk Management*, Nilai Perusahaan.

ABSTRAC

Regista Ayu Dima Putri 2026. The Influence of Cost Leadership Strategy and Executive Compensation on Firm Value with Enterprise Risk Management as a Moderating Variable. Undergraduate Thesis. Bachelor of Accounting Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisors: (I) Moh. Ubaidillah, S.Pd., M.Si., CSRS; (II) Richo Diana Aviyanti, S.E., M.Ak.

This study aims to analyze the impact of Cost Leadership Strategy and Executive Compensation on firm value, with Enterprise Risk Management (ERM) serving as a moderating variable, focusing on infrastructure sector companies listed on the Indonesia Stock Exchange during the 2021–2025 period. Employing a quantitative approach using secondary data and purposive sampling, the study obtained 210 observations. Data analysis was conducted using multiple linear regression and Moderated Regression Analysis (MRA). The results indicate that both Cost Leadership Strategy and Executive Compensation have a positive and significant effect on firm value. Enterprise Risk Management strengthens the impact of Cost Leadership Strategy on firm value but does not moderate the impact of Executive Compensation on firm value. These findings suggest that cost-efficiency strategies supported by effective risk management can enhance firm value.

Keywords: *Cost Leadership Strategy, Executive Compensation, Enterprise Risk Management, Firm Value.*