REFORMING POLICIES FOR DIVIDEND RETURN IN ECONOMIC RECESSIONS AS AN EFFORT TO KEEP INTERNAL PROFIT STABILITY

Malik Maulana
UNIS, Indonesia
malikmaulana1918@gmail.com

Abstract
Firm value is very important because it can reflect company performance which can affect investors' perceptions of the company. Where the high company value is the hope for the shareholders, because the higher the company value, the greater the prosperity that will be received by the shareholders. Leverage is the use of assets and sources of funds by companies that have fixed costs with the aim of increasing the potential profits of shareholders. Liquidity is an indicator of a company's ability to pay all short-term financial obligations at maturity using available current assets. One of the policies that must be considered to optimize the value of the company is the dividend policy. The impact of the dividend policy is the amount of the company's retained earnings which is the company's internal funding source that will be used to develop the company in the future. The survival and growth of the company need to be considered in the dividend payout decision
Keywords: Dividend Reforming Policies, Return, Global Economic Effect, Sustainable, Profit stability

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