

ABSTRACT

Wenny Chandra, Effect of Financial Information and Non-Financial Impact on the Company's Conduct Underpricing Initial Public Offering (IPO) (under the guidance of Mrs. Mutiara Maimunah, S.E, Si, Ak).

This study aims to analyze and prove the effect of financial and non-financial impact on the company doing underpricing IPO in Indonesia. The sample used was a company that made an initial public offering (IPO) between the years 2009-2011. The method used in the selection sample in this study was purposive sample, obtained with a sample of 35 companies. Testing hypotheses using multiple regression analysis with test results, the simultaneous financial leverage, return on asset (ROA), firm age and underwriter reputation does not affect the level of underpricing. from these results, investors may consider other matters in investing in the stock market.

Keywords: Financial leverage, return on asset (ROA), firm age, underwriter reputation, underpricing.