ABSTRACT

The purpose of this research is to investigate the impact of intangible asset to the competitive advantage and corporate market value. This paper also consider its impact with industry type as moderating variable. The researcher use dummy code for this moderating variable to distinguish manufacture companies and non manufacture companies.

There are independent, dependent, and moderating variables in this research. The independent variable is intangible asset, the dependent variables are company’s competitive advantage and corporate market value, and the moderating variable is industry type. Data analysis technique uses Moderated Regression Analysis (MRA). Data are drawn from a sample of 9 industry of companies listed in Indonesia Stock Exchange during the year of 2008-2010 which led us to 745 data.

From the result, it is discovered that the intangible asset give impact to the competitive advantage and corporate market value. Moreover, this impact will be more intensive in manufacture companies than in non manufacture companies. However, the industry type which is the moderating variable role as pure moderating.

Keywords: intangible asset, company’s competitive advantage, corporate market value, industry type, MRA.