



SURAT PENUGASAN

Nomor : ST/031/I/2024/FEB-UBJ

Tentang

**PENUGASAN DOSEN SEBAGAI PENULIS JURNAL
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BHAYANGKARA JAKARTA RAYA**

Pertimbangan : Sehubungan dengan Penugasan dosen sebagai Penulis Jurnal yang dilakukan Dosen Fakultas Ekonomi dan Bisnis Universitas Bhayangkara Jakarta Raya semester Ganjil TA. 2023/2024. Dipandang perlu penugasan Dosen Tetap Fakultas Ekonomi dan Bisnis untuk melaksanakan kegiatan yang dimaksud. Untuk itu perlu mengeluarkan Surat Tugas.

Dasar : a. UU RI No.12 Tahun 2012 tanggal 10 Agustus 2012 tentang Pendidikan Tinggi.
b. Peraturan Menteri Riset Teknologi dan Pendidikan Tinggi No. 08 tahun 2019 tentang Standar Pelayanan Minimum.
c. Keputusan Kepala Kepolisian Republik Indonesia selaku Ketua Umum Yayasan Brata Bhakti Polri No. Pol : KEP/05/IX/1995/YBB tanggal 18 September 1995 tentang Pembentukan dan Pendirian Universitas Bhayangkara Jakarta Raya.
d. Surat Keputusan Ketua Pengurus Yayasan Brata Bhakti Nomor: Skep/11/I/2023/YBB tanggal 31 Januari 2023 tentang Pemberhentian dari dan Pengangkatan dalam Jabatan Dekan di Lingkungan Universitas Bhayangkara Jakarta Raya yang diselenggarakan Yayasan Brata Bhakti.
e. Surat Keputusan Rektor Universitas Bhayangkara Jakarta Raya Nomor: SKEP/155/VII/2023/UBJ tanggal 25 Juli 2023 tentang Kalender Akademik Semester Ganjil dan Genap Tahun Akademik 2023/2024.

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SURAT PENUGASAN
DEKAN FAKULTAS EKONOMI DAN BISNIS
NOMOR : ST/031/II/2024/FEB-UBJ
TANGGAL : 25 JANUARI 2024

- Untuk : 1. Melaksanakan tugas sebagai Penulis pada Dinasti *International Journal of Economics, Finance and Accounting* (DIJEFA) dengan judul "*The Relationship between Share Prices and Company Image on Decisions to Selection of Share Issuers Listed on the Indonesian Stock Exchange*" telah terbit pada Volume 4, Nomor 6, E-ISSN: 2721-303X, P-ISSN: 2721-3021, Januari 2024.
2. Melaporkan hasil pelaksanaan kegiatan tersebut secara tertulis kepada Dekan Fakultas Ekonomi dan Bisnis.
3. Melaksanakan tugas ini dengan penuh tanggung jawab.

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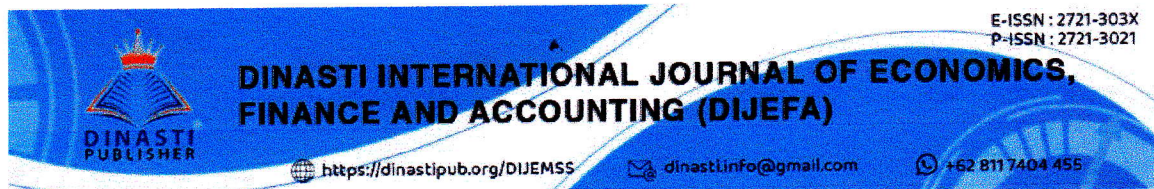
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The Relationship between Share Prices and Company Image on Decisions to Selection of Share Issuers Listed on the Indonesian Stock Exchange

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Abstract: This research aims to build hypotheses regarding the relationship between variables, which can later be used for further research within the scope of financial management. The writing method in this research is qualitative (library research), where the data comes from previous research. Online media, such as Google Scholar, Publish or Perish, and other academic media, are also used to obtain previous research data. The results of this research are: 1) Share prices are related to the decision to select share issuers listed on the Indonesia Stock Exchange, where share prices not only represent the market value of the company's performance and future but also play an important role in investor decision making; and 2) Company image is related to the decision to select share issuers listed on the Indonesia Stock Exchange, where companies with a good image and reputation are believed to have lower risks so that they can increase investor confidence in their sustainability and long-term success.

Keyword: Decision on Selection of Stock Issuers, Share Prices, Company Image

INTRODUCTION

This article attempts to determine the possible relationship between a company's share price and its image in relation to the decision to select share issuers listed on the Indonesia Stock Exchange (BEI). This phenomenon is important because investors often examine more than just the financial success of a company when making investment decisions. In this context, share price is considered the main measure of share performance, while corporate image includes the perception and reputation obtained by the public, investors and other stakeholders.