

ABSTRACT

Knowing the value of an asset and what determines that value is prerequisite for intelligent decision making, in choosing investments for portfolio, in deciding appropriate price to pay or receive in a takeover, and in restructuring corporations.

In regard to the divestment of 62.5% on Baker Hughes' equity interest on July 2017 with total cash to be paid by \$7.4 billion by General Electric (GE), this research to examine whether the purchase price was conducted at fair price. This thesis will explain about fundamental analysis and firm valuation. Fundamental analysis conducted by top-down approach, begin with macro-economic analysis, industry analysis and ended with company performance's analysis.

Valuation models to calculate the intrinsic value of the Company ranges from simple to sophisticated. By using two approaches of valuation method, Discounted Cash Flow (Free Cash Flow to Firm) considered by many analysts the most accurate method is the process of evaluating Baker Hughes' firm value will be explained more detail in this thesis, which allowed us to get to a value of \$11,840,042,150. The second method is using Relative Valuation (book value multiples), which resulted to a value of \$11,348,250,284. The final one is to reconcile between those two methods, this research indicates that the firm value of Baker Hughes' equity was overvalued by \$147,495,409 (approximately 1.25%) compare to cash paid by General Electric.

Keyword: Discounted Cash Flow, Relative Valuation, Free Cash Flow to Firm (FCFF), Merger and Acquisition, M&As, Five Forces Porter, Oilfield Services and Equipment Industry, Capital Asset Pricing Model (CAPM), Weighted Average Cost Capital (WACC), Intrinsic Value, Firm Valuation.

INTISARI

Mengetahui nilai suatu asset dan faktor apa saja yang menentukan nilai tersebut merupakan hal yang penting dalam suatu proses pengambilan keputusan yang cerdas, memilih keputusan investasi untuk portfolio yang tepat, memutuskan harga yang tepat untuk membayar maupun menerima dalam proses pengambilalihan, dan menentukan restrukturisasi perusahaan.

Penelitian ini dilakukan untuk meneliti apakah nilai divestasi yang dilakukan oleh General Electric atas 62.5% kepemilikan Baker Hughes pada juli 2017 sebesar \$7.4 milyar merupakan nilai yang wajar. Thesis ini menyajikan analisis *fundamental* dan valuasi perusahaan. Analisis *fundamental* dilakukan berdasarkan pendekatan *top-down*, yakni analisis makro ekonomi, analisis industri dan terakhir adalah analisis kinerja perusahaan.

Metode valuasi yang dilakukan untuk menghitung nilai intrinsik dari perusahaan mulai dari yang sederhana hingga kompleks, diantaranya adalah *Discounted Cash Flow* dan *Relative Valuation*. *Discounted Cash Flow (Free Cash Flow to Firm)* merupakan metode, yang menurut beberapa pakar, yang paling akurat dalam melakukan proses evaluasi atas Baker Hughes, sehingga menghasilkan nilai sebesar \$11,849,042,150, yang disajikan lebih rinci dalam thesis ini. Metode selanjutnya, yakni *Relative Valuation* menghasilkan nilai sebesar \$11,348,250,284. Selanjutnya melakukan rekonsiliasi antara kedua metode tersebut, dimana dalam penelitian ini mengindikasikan bahwa terdapat kelebihan nilai (*overvalued*) sebesar \$147,495,409 (sekitar 1,25%) jika dibandingkan jumlah kas yang harus dibayarkan oleh General Electric.

Kata Kunci: *Discounted Cash Flow (DCF)*, *Relative Valuation*, *Free Cash Flow to Firm (FCFF)*, *Merger and Acquisition*, *M&As*, *Five Forces Porter*, *Oilfield Services and Equipment Industry*, *Capital Asset Pricing Model (CAPM)*, *Weighted Average Cost Capital (WACC)*, Nilai Intrinsik, Valuasi Perusahaan.