

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh profitabilitas, *leverage*, likuiditas, dan ukuran perusahaan terhadap nilai perusahaan pada perusahaan *Food and Beverages* yang terdaftar di Bursa Efek Indonesia. Variabel independen yaitu Profitabilitas diukur menggunakan *Return On Asset* (ROA), *Leverage* diukur menggunakan *Debt to Asset Ratio* (DAR), Likuiditas diukur menggunakan *Current Ratio* (CR), Ukuran Perusahaan diukur menggunakan logaritma natural dari total aset, sedangkan variabel dependen Nilai Perusahaan diukur menggunakan *Price Book Value* (PBV).

Jenis penelitian ini adalah kuantitatif. Pengambilan sampel dilakukan dengan metode *purposive sampling* dimana dari 25 perusahaan *Food and Beverages* yang terdaftar di Bursa Efek Indonesia periode 2014-2018, terdapat 12 perusahaan yang memenuhi kriteria sampel yang telah ditentukan. Teknik analisis data yang digunakan adalah analisis regresi berganda, uji asumsi klasik, uji kelayakan model, dan uji hipotesis dengan menggunakan program SPSS (*Statistic Product and Service Solutions*) versi 24. Hasil uji kelayakan model menunjukkan bahwa profitabilitas, *leverage*, likuiditas, dan ukuran perusahaan secara bersama-sama berpengaruh signifikan terhadap nilai perusahaan. Hasil uji hipotesis menunjukkan bahwa profitabilitas dan likuiditas berpengaruh signifikan terhadap nilai perusahaan, sedangkan *leverage* dan ukuran perusahaan berpengaruh tidak signifikan terhadap nilai perusahaan.

Kata Kunci: Profitabilitas, *Leverage*, Likuiditas, Ukuran Perusahaan, Nilai Perusahaan

ABSTRACT

This research aimed to find out and analyze the effect of profitability, leverage, liquidity and firm size on the firm value of Food and Beverages companies which were listed in Indonesia Stock Exchange (IDX). While, the independent variables were consist of profitability which was measured by Return On Asset (ROA), leverage which was measured by Debt to Asset Ratio (DAR), liquidity which was measured by Current Ratio (CR), and firm size which was measured ny natural logarithm from total asset. Meanwhile, the dependent variable was firm value, which was measured by Price Book Value (PBV).

This research was quantitative. Moreover, the population was 25 Food and Beverages companies, which were listed on Indonesia Stock Exchange 2014-2018. Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 12 companies as sample. Additionally, the data analysis technique used multiple regression analysis, classical assumption test, proper model test, and hypothesis test wit SPSS (Statistical Product and Service Solutions) 24. In Addition, from proper model test, it showed profitability, leverage, liquidity, and firm size were simultaneously had significant effect on the firm value. Whereas, based on hypothesis test, it concluded profitability as well as liquidity had significant effect on the firm value. On the other hand, both leverage and firm size had insignificant effect on the firm value.

Keywords: profitability, leverage, liquidity, firm size, firm value