

## ABSTRAK

Tujuan dari suatu perusahaan adalah untuk memperoleh keuntungan yang maksimal, untuk memakmurkan para pemegang saham, dan meningkatkan nilai perusahaan. Nilai perusahaan sangat penting, karena mencerminkan kinerja perusahaan yang dapat mempengaruhi persepsi investor terhadap perusahaan. Tujuan penelitian ini untuk menganalisis pengaruh ukuran perusahaan terhadap nilai perusahaan, menganalisis pengaruh likuiditas terhadap nilai perusahaan, dan menganalisis pengaruh profitabilitas terhadap nilai perusahaan.

Populasi dalam penelitian ini yaitu perusahaan *Property and Real Estate* yang terdaftar di Bursa Efek Indonesia periode 2014-2018. Teknik pengambilan sampel menggunakan *purposive sampling*, sehingga diperoleh sampel sebanyak 12 perusahaan. Teknik analisis data menggunakan metode analisis regresi linier berganda dengan menggunakan alat bantu SPSS versi 23.

Berdasarkan hasil uji hipotesis menunjukkan bahwa 1) Ukuran Perusahaan tidak berpengaruh signifikan terhadap Nilai Perusahaan. 2) Likuiditas tidak berpengaruh signifikan terhadap Nilai Perusahaan. 3) Profitabilitas berpengaruh signifikan terhadap Nilai Perusahaan pada perusahaan *Property and Real Estate* yang terdaftar di Bursa efek Indonesia periode 2014-2018.

Kata Kunci: Ukuran Perusahaan, Likuiditas, Profitabilitas dan Nilai Perusahaan.

## **ABSTRACT**

Companies' objectives are to obtain maximum profit and increase shareholders' prosperity. Consequently, the firm value will be increased. While, as firm value is very important, it reflects company's performance which affect investors' perceptions. Therefore, this research aimed to analyze the effect of firm size, liquidity and profitability on firm value.

The population was Property and Real Estate companies which were listed on Indonesia Stock Exchange during 2014-2018. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 12 Property and Real Estate companies as sample. Furthermore, the data analysis techniques used multiple linear regression with SPSS 23.

Based on the result of hypothesis testing, it concluded as follows 1) Firm size had insignificant effect on firm value of Property and Real Estate companies. 2) Liquidity had insignificant effect on firm value of Property and Real Estate companies. 3) Profitability had significant effect on firm value of Property and Real Estate companies which were listed on Indonesia Stock Exchange during 2014-2018.

Keywords: Firm Size, Liquidity, Profitability, Firm Value

