

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh struktur modal, *leverage*, dan profitabilitas terhadap nilai perusahaan pada perusahaan retail yang terdaftar dalam bursa efek Indonesia selama tahun 2016-2020. Jenis penelitian ini adalah penelitian kuantitatif. Populasi pada penelitian ini adalah seluruh perusahaan retail yang terdaftar dalam bursa efek Indonesia selama 2016-2020 dan dipilih menggunakan teknik *purpose sampling*, sehingga diperoleh 17 data perusahaan dengan jumlah sampling sebanyak 85 sampel yang memenuhi kriteria.

Teknik analisis data yang digunakan dalam penelitian ini adalah metode analisis regresi linier berganda dengan menggunakan program *Statistical Product and Service Solution* (SPSS) versi 25. Hasil pada penelitian ini menunjukkan bahwa : (1) Struktur Modal tidak berpengaruh terhadap nilai perusahaan, (2) *Leverage* tidak berpengaruh terhadap nilai perusahaan, (3) profitabilitas berpengaruh terhadap nilai perusahaan.

Kata kunci: Struktur Modal, *Leverage*, Profitabilitas, Nilai Perusahaan

## **ABSTRACT**

*This research aimed to examine the effect of capital structure, leverage, and profitability on firm value of retail companies which were listed on Indonesian stock exchange during 2016-2020. Moreover the research was quantitative. The population was all retail companies which were listed on Indonesian stocks exchange during 2016-2020. Furthermore, the data collection technique used purposive sampling. In ;ine with that, there were 85 samples frome 17 companies which fulfilled the criteria. Additionally, the data analysis technique used multiple linier regression with SPSS (statistical Product and Service Solution) 25.*

*The research concluded that as follows : (1) Capital structure did not effect to firm value of retail companies which were listed on Indonesian Stock Exchange during 2016-2020 (2) Leverage did not effect to firm value of retail companies which were listed on Indonesian Stock Exchange during 2016-2020. (3) Profitability affected to firm value of retail companies which were listed on Indonesian Stock Exchange during 2016-2020.*

*Keyword : Capital Structure, Leverage, Profitability, Firm Value*