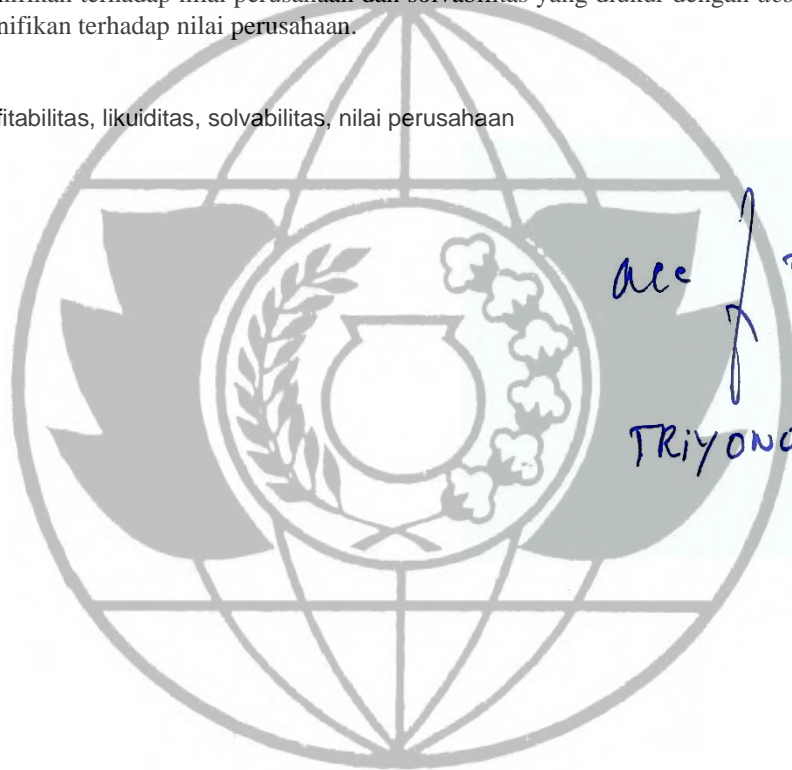


## ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui dan menganalisis pengaruh profitabilitas yang diukur dengan *return on assets* dan *net profit margin*, likuiditas yang diukur dengan *current ratio*, solvabilitas yang diukur menggunakan *debt to equity ratio* terhadap nilai perusahaan yang diukur dengan *price to book value* pada perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini sebanyak 15 perusahaan *Food and Beverage*, Teknik pengambilan sampel dengan menggunakan metode *purposive sampling*. Berdasarkan Teknik *purposive sampling* tersebut didapatkan sampel yang memenuhi kriteria sebanyak 7 perusahaan *Food and Beverage*. Analisis data menggunakan analisis regresi linier berganda dengan alat bantu aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa profitabilitas yang diukur dengan *return on assets* dan *net profit margin* berpengaruh tidak signifikan terhadap nilai perusahaan, likuiditas yang diukur dengan *current ratio* berpengaruh signifikan terhadap nilai perusahaan dan solvabilitas yang diukur dengan *debt to equity ratio* berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : profitabilitas, likuiditas, solvabilitas, nilai perusahaan



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## **ABSTRACT**

*This research aimed to find out and analyze the effect of profitability which was measured by Return On Asset and Net Profit Margin, liquidity which was measured by Current Ratio, solvability which was measured by Debt to Equity Ratio on firm value which was measured by Price to Book Value of Food and Beverage companies that were listed on Indonesia Stock Exchange. The research was quantitative. Furthermore, the population was 15 Food and Beverage companies. The data collection technique used purposive sampling. In line with that, there were 7 companies that fulfilled the criteria as the sample. Moreover, the data analysis technique used multiple linear regression with SPSS 25. As a result, it found that profitability measured by Return On Asset and Net Profit Margin had an insignificant effect on firm value. However, liquidity which was measured by the Current Ratio had a significant effect on firm value. Likewise, solvability which was measured by the Debt to Equity Ratio had a significant effect on firm value.*

**Keywords:** Profitability, Liquidity, Solvability, Firm Value



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