

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh dari profitabilitas, likuiditas dan ukura perusahaan terhadap nilai perusahaan. Profitabilitas diukur dengan *Return on Assets* (ROA), Likuiditas diukur dengan *Loan on Deposit Ratio* (LDR), ukuran perusahaan diukur dengan *Logaritma Natural* (Ln) total asset, dan nilai perusahaan diukur dengan *Price to book value* (PBV).

Jenis penelitian ini adalah penelitian kuantitatif. Sampel penelitian ini menggunakan perusahaan perbankan yang terdaftar di Bursa Efek Indonesia (BEI) dengan periode penelitian 3 tahun yaitu 2019-2021. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan tujuan untuk memperoleh sampel yang sesuai. Berdasarkan kriteria yang sudah ditentukan diperoleh 87 perusahaan. Teknik analisis yang digunakan untuk menguji hipotesis adalah analisis regresi linier berganda dengan bantuan program SPSS.

Hasil penelitian ini menunjukkan bahwa profitabilitas (ROA) berpengaruh positif terhadap nilai perusahaan, likuiditas (LDR) berpengaruh positif terhadap nilai perusahaan, dan ukuran perusahaan (SIZE) berpengaruh positif terhadap nilai perusahaan.

**Kata Kunci:** profitabilitas, likuiditas, ukuran perusahaan, nilai perusahaan


## ABSTRACT

*This research aimed to analyze and find out the effect of profitability, liquidity, and firm size on firm value. The profitability was measured by Return on Asset (ROA), liquidity was measured by Loan on Deposit Ratio (LDR), firm size was measured by Logarithm Natural (Ln) total asset, and firm value was measured by Price to Book Value (PBV).*

*The research was quantitative. Moreover, the population was banking companies that were listed on Indonesia Stock Exchange (IDX) for 3 years (2019-2021). The data collection technique used purposive sampling, which was used to gain an appropriate sample. In line with that, there were 87 companies as the sample. Furthermore, the data analysis technique, in order to examine the hypothesis, used multiple linear regression with SPSS.*

*The research result concluded that profitability (ROA) had a positive effect on firm value. On the other hand, liquidity (LDR) had a positive effect on firm value. In contrast, firm size (SIZE) had a positive effect on firm value.*

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



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