

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui, menganalisis, dan menguji pengaruh profitabilitas, likuiditas, solvabilitas, dan aktivitas terhadap nilai perusahaan industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2017-2021. Profitabilitas diukur dengan *Return on Asset*, likuiditas diukur dengan *Current Ratio*, solvabilitas diukur dengan *Debt to Asset Ratio*, dan aktivitas diukur dengan *Total Asset Turnover*. Penelitian ini menggunakan jenis penelitian kuantitatif dengan pendekatan kausal komparatif. Populasi yang digunakan dalam penelitian ini adalah perusahaan industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2017-2021. Sampel penelitian diambil dengan menggunakan teknik *purposive sampling*, sehingga didapatkan sampel sejumlah 27 perusahaan industri barang konsumsi yang terdaftar di Bursa Efek Indonesia periode 2017-2021. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26. Hasil penelitian ini menyatakan bahwa profitabilitas dan solvabilitas berpengaruh signifikan terhadap nilai perusahaan, sedangkan likuiditas dan aktivitas berpengaruh tidak signifikan terhadap nilai perusahaan.

Kata kunci : Profitabilitas, Likuiditas, Solvabilitas, Aktivitas, Nilai Perusahaan

ABSTRACT

This research aimed to find out, analyze, and examine the effect of profitability, liquidity, solvability, and activity on the firm value of the consumer goods industry listed on the Indonesia Stock Exchange during 2017-2021. Profitability was measured by Return on Asset, liquidity was measured by Current Ratio, solvability was measured by Debt to Asset Ratio, and activity was measured by Total Asset Turnover. Moreover, the research was quantitative with a causal-comparative as approach. The population was the consumer goods industry listed on the Indonesia Stock Exchange during 2017-2021. Additionally, the data collection technique used purposive sampling. In line with that, there were 27 consumer goods industries as the sample. In addition, the data analysis technique used multiple linear regression with SPSS 26 version. The research result concluded that both profitability and solvability had a significant effect on the firm value. However, liquidity, as well as activity, had an insignificant effect on the firm value.

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



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