

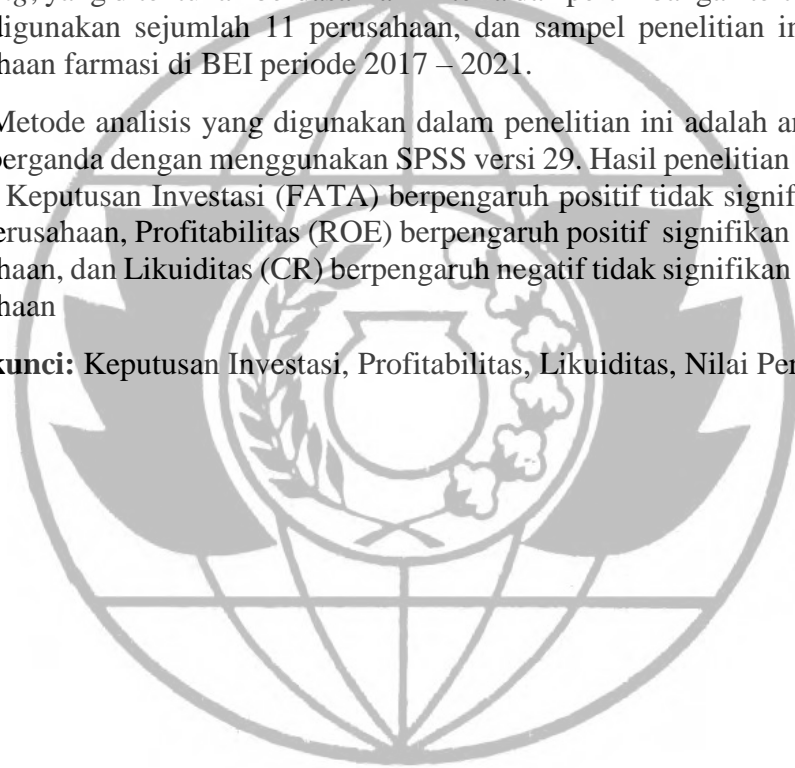
## ABSTRAK

Tujuan dari penelitian ini ialah untuk mengetahui, menganalisis, dan menguji pengaruh keputusan investasi, profitabilitas, dan likuiditas terhadap nilai perusahaan farmasi yang terdaftar di BEI periode 2017 – 2021. Keputusan Investasi diukur menggunakan *Fixed Assets to Total Assets*, Profitabilitas diukur menggunakan *Return on Equity*, Likuiditas diukur menggunakan *Current Ratio*.

Penelitian ini menggunakan hubungan kausal komparatif dengan pendekatan kuantitatif. Sampel penelitian ini didapat dengan menggunakan metode *purposive sampling*, yang ditentukan berdasarkan kriteria dan pertimbangan tertentu. Populasi yang digunakan sejumlah 11 perusahaan, dan sampel penelitian ini sejumlah 7 perusahaan farmasi di BEI periode 2017 – 2021.

Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan SPSS versi 29. Hasil penelitian menunjukkan bahwa Keputusan Investasi (FATA) berpengaruh positif tidak signifikan terhadap nilai perusahaan, Profitabilitas (ROE) berpengaruh positif signifikan terhadap nilai perusahaan, dan Likuiditas (CR) berpengaruh negatif tidak signifikan terhadap nilai perusahaan

**Kata kunci:** Keputusan Investasi, Profitabilitas, Likuiditas, Nilai Perusahaan



## ABSTRACT

*This research aimed to find out, analyze, and examine the effect of investment decisions, profitability, and liquidity on the pharmaceutical firm value that was listed on the Indonesia Stock Exchange (IDX) from 2017 up to 2021. While the investment was measured by Fixed Assets to Total Assets, profitability was measured by Return On Equity, and liquidity was measured by Current Ratio.*

*The research was causal-comparative with a quantitative approach. Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. The population was 11 pharmaceutical companies. In line with that, there were 7 companies that were listed on IDX during 2017-2021.*

*The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 29. Furthermore, the research result concluded that investment decisions (FATA) had a positive but insignificant effect on firm value. However, profitability (ROE) had a positive and significant effect on firm value. In contrast, liquidity (CR) had a negative and insignificant effect on firm value.*

**Keywords:** *Investment Decisions, Profitability, Liquidity, Firm Value*



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