

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh profitabilitas dan likuiditas terhadap nilai perusahaan yang dimoderasi oleh ukuran perusahaan pada perusahaan *food and beverages* di Bursa Efek Indonesia. Profitabilitas diukur dengan *Return on Asset* (ROA), likuiditas diukur dengan *Current Ratio* (CR), ukuran perusahaan diukur dengan *SIZE*, dan nilai perusahaan diukur dengan *Price Book Value* (PBV).

Jenis penelitian ini adalah penelitian kuantitatif dengan data penelitian yang digunakan adalah data sekunder berupa laporan keuangan perusahaan. Populasi yang digunakan dalam penelitian ini adalah perusahaan *food and beverages* di Bursa Efek Indonesia periode 2018-2021. Teknik pengambilan sampel dilakukan dengan *purposive sampling* dan diperoleh sampel sebanyak 17 perusahaan dari 48 perusahaan. Metode analisis yang digunakan dalam penelitian ini adalah *Moderated Regression Analysis* (MRA) yang diolah dengan aplikasi *Statistical Package for Social Science* (SPSS).

Hasil penelitian menunjukkan bahwa: 1) Profitabilitas berpengaruh positif dan signifikan terhadap nilai perusahaan. 2) Likuiditas berpengaruh negatif dan signifikan terhadap nilai perusahaan. 3) Ukuran perusahaan memoderasi pengaruh profitabilitas terhadap nilai perusahaan. 4) Ukuran perusahaan memoderasi pengaruh likuiditas terhadap nilai perusahaan

Kata Kunci : Profitabilitas, Likuiditas, Nilai Perusahaan, Ukuran Perusahaan

ABSTRACT

This research aimed to examine and analyze the effect of profitability and liquidity on the firm value which was moderated by firm size at Food and Beverage companies listed on The Indonesia Stock Exchange. Profitability was measured by Return on Asset (ROA), liquidity was measured by Current Ratio (CR), firm size was measured by SIZE, and the firm value was measured by Price Book Value (PBV).

The research was quantitative. Moreover, the data were secondary in form of the company's financial statement. The population was Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during 2018-2021. Furthermore, the data collection technique used purposive sampling. In line with that, there were 17 samples from 48 companies. Additionally, the data analysis technique used Moderated Regression Analysis (MRA) with SPSS (Statistical Package for Social Science (SPSS)).

The research result showed that: 1) Profitability had a positive and significant effect on the firm value. 2) Liquidity had a negative and significant effect on the firm value. 3) Firm size moderated the effect of profitability on the firm value. 4) Firm size moderated the effect of liquidity on the firm value.

Keywords: Profitability, Liquidity, Firm Value, Firm Size



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day

13/2/23

M. Faisal, S.Pd., M.Pd

STIESIA Language Center
Menur Purwodadi 30 Surabaya 60118, Indonesia