

ABSTRAK

Jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini bertujuan untuk mengetahui, dan menguji pengaruh ukuran perusahaan (*size*), solvabilitas (*debt to equity ratio*), dan rentabilitas (*return on equity*) terhadap nilai perusahaan pada sektor *tobacco* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2014-2021.

Teknik pengambilan sampel menggunakan metode *purposive sampling*, sehingga diperoleh sampel 4 perusahaan yang sesuai dengan kriteria yang telah ditentukan. Penelitian ini menggunakan data sekunder dari beberapa laporan keuangan perusahaan sektor *tobacco*. Teknik analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan program SPSS versi 25

Hasil uji hipotesis (Uji t) menunjukkan bahwa ukuran perusahaan (*size*) memiliki pengaruh positif dan tidak signifikan terhadap nilai perusahaan, sedangkan solvabilitas (*debt to equity Ratio*) dan rentabilitas (*return on equity*) memiliki pengaruh positif dan signifikan terhadap nilai perusahaan. Dari hasil koefisien determinasi (*R Square*) diperoleh nilai 0.585, hal ini menunjukkan kontribusi *size*, *debt to equity ratio*, dan *return on equity* terhadap nilai perusahaan sebesar 58,5% sisanya 41,5% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci : ukuran perusahaan, solvabilitas, rentabilitas, nilai perusahaan

ABSTRACT

This research was quantitative. This research aimed to find out, and examine the effect of firm size (size), solvability (Debt to Equity Ratio), and rentability (Return On Equity) on the firm value of the Tobacco companies listed on the Indonesia Stock Exchange (IDX) 2014-2021.

The data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 4 companies that fulfilled the determined criteria. Moreover, the data were secondary and were taken from companies' financial statements. The data analysis technique used secondary data. Furthermore, the data analysis technique used multiple linear regression with SPSS 25 version.

The hypothesis test (t-test) indicated that firm size (size) had a positive but insignificant effect on the firm value. On the other hand, both solvability (Debt to Equity Ratio) and rentability (return on equity) had a positive and significant effect on the firm value. Additionally, the determination coefficient result (R Square) showed 0.585. It meant the effect of size, Debt to Equity Ratio, and Return On Equity on the firm value was 58.5%. While the rest of 41.5% were affected by other variables outside this research.

Keywords: Firm Size, Solvability, Rentability, Firm Value

