

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh likuiditas, profitabilitas, struktur modal, dan ukuran perusahaan terhadap nilai perusahaan pada perusahaan sektor teknologi yang terdaftar di Bursa Efek Indonesia (BEI) pada tahun 2020-2022. Variabel independennya yaitu Likuiditas yang diukur dengan *Current Ratio* (CR), Profitabilitas diukur dengan *Return On Assets* (ROA), Struktur Modal diukur dengan *Debt to Equity Ratio* (DER), Ukuran Perusahaan diukur dengan SIZE. Sedangkan variabel dependennya yaitu Nilai Perusahaan yang diukur dengan *Price to Book Value* (PBV). Jenis penelitian ini adalah penelitian kuantitatif. Sampel yang dalam penelitian ini menggunakan metode purposive sampling, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* terdapat 53 perusahaan sektor teknologi yang dijadikan sampel perusahaan. Hasil penelitian ini menunjukkan bahwa struktur modal berpengaruh positif dan signifikan terhadap nilai perusahaan, sedangkan likuiditas, profitabilitas, dan ukuran perusahaan tidak berpengaruh terhadap nilai perusahaan.

Kata Kunci: likuiditas, profitabilitas, struktur modal, ukuran perusahaan, nilai perusahaan.

ABSTRACT

This research aimed to examine the effect of liquidity, profitability, capital structure, and firm size on the firm value of Technology companies listed on the Indonesia Stock Exchange (IDX) during 2020-2022. Independent variables were liquidity which was measured by Current Ratio (CR), profitability which was measured by Return On Assets (ROA), capital structure which was measured by Debt to Equity Ration (DER), and firm size which was measured by SIZE. While the dependent variable was firm value that was measured by Price to Book Value (PBV). The research was quantitative. Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 53 companies in the sample. The result showed that capital structure had a positive and significant effect on firm value. On the other hand, liquidity, profitability, and firm size did not affect firm value of Technology companies.

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

