

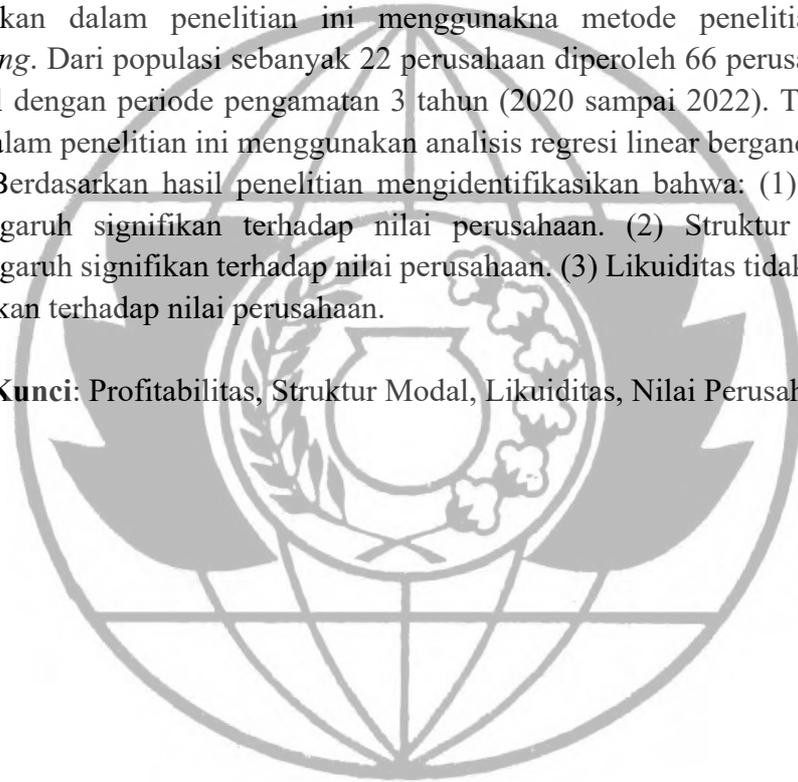
ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh profitabilitas yang diukur dengan *Return On Equity* (ROE), struktur modal yang diukur dengan *Dividend Earning Ratio* (DER) dan likuiditas yang diukur dengan *Current Ratio* (CR) terhadap nilai perusahaan yang diukur dengan *Price to Book Value* (PBV).

Penelitian ini menggunakan jenis data kuantitatif yang berupa laporan keuangan perusahaan tahunan yang terdaftar di Bursa Efek Indonesia (BEI). Sampel pada penelitian ini adalah perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) pada periode 2020 – 2022. Metode analisis yang digunakan dalam penelitian ini menggunakan metode penelitian *purposive sampling*. Dari populasi sebanyak 22 perusahaan diperoleh 66 perusahaan sebagai sampel dengan periode pengamatan 3 tahun (2020 sampai 2022). Teknik analisis data dalam penelitian ini menggunakan analisis regresi linear berganda.

Berdasarkan hasil penelitian mengidentifikasi bahwa: (1) Profitabilitas berpengaruh signifikan terhadap nilai perusahaan. (2) Struktur modal tidak berpengaruh signifikan terhadap nilai perusahaan. (3) Likuiditas tidak berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci: Profitabilitas, Struktur Modal, Likuiditas, Nilai Perusahaan



ABSTRACT

This research aimed to examine the effect of profitability which was measured by Return On Equity (ROE), capital structure which was measured by Dividend Earning Ratio (DER), and liquidity which was measured by Current Ratio (CR) on the firm value which was measured by Price to Book Value (PBV).

The research was quantitative. Moreover, the data were from companies' annual financial statements on the Indonesia Stock Exchange (IDX). The population was 22 Food and Beverages companies listed on IDX during 2020-2022. Furthermore, the data collection technique used purposive sampling, in which the sample was based on the criteria given. In line with that, there were 66 samples taken during 3 years of observation (2020-2022). The data analysis technique used multiple linear regression.

Based on the result, it concluded as follows: (1) Profitability had a significant effect on firm value, (2) Capital structure had an insignificant effect on firm value, and (3) Liquidity had an insignificant effect on firm value.

Keywords: Profitability, Capital Structure, Liquidity, Firm Value

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