ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui pengaruh Profitabilitas, Likuiditas, dan *Leverage* terhadap Nilai Perusahaan pada Perusahaan Pariwisata yang terdaftar di Bursa Efek Indonesia (BEI) periode 2019-2022.

Metode pengumpulan data penelitian ini menggunakan sumber data sekunder berupa laporan keuangan. Variabel independen yaitu Profitabilitas dengan metode *Return on Asset,* Likuiditas dengan metode *Current Ratio*, *Leverage* dengan metode *Debt to Asset Ratio*, sedangkan variabel dependen Nilai Perusahaan dengan metode *Price to Book Value.* Jumlah sampel data yang digunakan sebanyak 60 data dengan 15 perusahaan pariwisata yang memenuhi kriteria dalam periode waktu 2019-2022 dan metode pengambilan sampel yang digunakan adalah *purposive sampling.* Metode analisis yang digunakan dalam penelitian ini yaitu analisis regresi linear berganda dengan alat bantu *Statistical Program for Social Science* (SPSS) 25.

Berdasarkan pengujian hipotesis yang telah dilakukan dapat disimpulkan bahwa profitabilitas berpengaruh positif tidak signifikan terhadap nilai perusahaan. Likuiditas berpengaruh positif signifikan terhadap nilai perusahaan. *Leverage* berperngaruh positif signifikan terhadap nilai perusahaan.

Kata Kunci: Profitabilitas, Likuiditas, *Leverage* dan Nilai Perusahaan

ABSTRACT

This research aimed to find out the effect of profitability, liquidity, and leverage on the stock value of Tourism companies listed on the Indonesia Stock Exchange (IDX) during 2019-2022.

The data were secondary, in the form of financial statements. Moreover, the independent variables were profitability which was measured by Return On Asset, liquidity which was measured by Current Ratio, and leverage which was measured by Debt to Asset Ratio. The dependent variable was firm value, which was measured by Price to Book Value. Furthermore, the population was 15 Tourism companies which fulfilled the criteria as a sample. The data collection technique used purposive sampling. In line with that, there were 60 samples taken during 2019- 2022. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Program for Social Science) 25.

The result of a hypothesis test concluded that profitability had an insignificant effect on firm value. On the other hand, liquidity had a positive and significant effect on firm value. Similarly, leverage had a significantly positive effect on firm value.

Keywords: Profitability, Liquidity, Leverage, Firm Value

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