

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dari *Current Ratio*, *Return On Asset*, *Debt to Equity Ratio*, dan *Total Asset Turnover*. Penelitian ini menggunakan variabel bebas yaitu *Current Ratio*, *Return On Asset*, *Debt to Equity Ratio*, dan *Total Asset Turnover*. Dan juga menggunakan variabel terikat yaitu nilai perusahaan yang diproksikan dengan *Price to Book Value* (PBV).

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Proses pengambilan sampel menggunakan metode *purposive sampling*, yakni teknik pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* didapatkan sampel sebanyak 7 perusahaan dari populasi sebanyak 10 perusahaan pada perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda yang diolah dengan menggunakan aplikasi SPSS (*Statistical Product and Service Solutions*) versi 26.

Hasil pengujian menunjukkan bahwa *Current Ratio* berpengaruh tidak signifikan dan bernilai positif terhadap nilai perusahaan, *Return On Asset* berpengaruh signifikan dan bernilai positif terhadap nilai perusahaan, *Debt to Equity Ratio* berpengaruh tidak signifikan dan bernilai negatif terhadap nilai perusahaan. *Total Asset Turnover* berpengaruh signifikan dan bernilai positif terhadap nilai perusahaan.

Kata kunci: *Current Ratio*, *Return On Asset*, *Debt to Equity Ratio*, *Total Asset Turnover*, Nilai perusahaan.

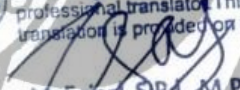
ABSTRACT

This research aimed to examine the effect of the Current Ratio, Return On Asset, Debt to Equity Ratio, and Total Asset Turnover. The independent variables were the Current Ratio (CR), Return On Asset (ROA), Debt to Equity Ratio (DER), and Total Asset Turnover (TATO). While the dependent variable was 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 7 Telecommunication companies as the sample. Furthermore, the population was 10 Telecommunication companies listed on the Indonesia Stock Exchange (IDX). The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26.

The result concluded that CR had a positive but insignificant effect on firm value. However, ROA had a positive and significant effect on firm value. On the other hand, DER had a negative but insignificant effect on firm value. In contrast, TATO had a positive and significant effect on firm value.

Keywords: *Current Ratio, Return On Asset, Debt to Equity Ratio, Total Asset Turnover, Firm Value.*

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