

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan menguji pengaruh profitabilitas, likuiditas, dan *leverage* terhadap nilai perusahaan. Profitabilitas diproksikan dengan *Return On Asset* (ROA), likuiditas diproksikan dengan *Current Ratio* (CR), dan *leverage* diproksikan dengan *Debt to Asset Ratio* (DAR). Sampel penelitian ini menggunakan metode *purposive sampling* sehingga diperoleh sebanyak 26 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia selama periode 2019 – 2023. Metode analisis yang digunakan yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 26. Hasil penelitian ini menunjukkan bahwa model regresi linier berganda baik dan layak sehingga dapat dilanjutkan untuk pengujian berikutnya. Hasil penelitian ini menunjukkan (a) H_1 diterima menyatakan profitabilitas berpengaruh signifikan terhadap nilai perusahaan; (b) H_2 ditolak menyatakan likuiditas berpengaruh tidak signifikan terhadap nilai perusahaan; (c) H_3 ditolak menyatakan *leverage* berpengaruh tidak signifikan terhadap nilai perusahaan.

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

ABSTRACT

This research aims to find out, analyze and examine the effect of profitability, liquidity and leverage on the firm value. Profitability referred to as Return On Asset (ROA), liquidity referred to as Current Ratio (CR), and leverage referred to as Debt to Asset Ratio (DAR). The data collection technique used purposive sampling. In line with that, 26 Food and Beverages companies which were listed on Indonesia Stock Exchange during 2019 – 2023 were taken as samples. Furthermore, the data analysis technique used multiple linear regression with SPSS program 26 version. The result indicates that the multiple linear regressions model is properly used, therefore it can be continued with further examination. In addition, it also shows that (a) H_1 is accepted. This means that profitability has a significant effect on the firm value; (b) H_2 is rejected. It means that liquidity has an insignificant effect on the firm value; and (c) H_3 is rejected. In other words, leverage has an insignificant effect on firm value.

Keywords: *profitability, liquidity, leverage, and firm value.*