

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Profitabilitas, Likuiditas dan *Activity Ratio* terhadap Nilai Perusahaan pada perusahaan Telekomunikasi pada tahun 2018-2022. Profitabilitas diukur menggunakan *Return On Asset*, Likuiditas diukur menggunakan *Current Ratio* dan *Activity Ratio* diukur menggunakan *Total Asset Turn Over*.

Jenis penelitian ini yaitu penelitian kuantitatif, dengan menggunakan metode kausal komparatif. Pengumpulan data pada penelitian ini yakni menggunakan data sekunder yang berupa laporan keuangan pada perusahaan telekomunikasi pada Bursa Efek Indonesia (BEI) yang ditentukan dari kriteria dan pertimbangan tertentu. Berdasarkan metode Purposive sampling sampel yang dapat digunakan sejumlah 8 perusahaan telekomunikasi dengan data penelitian diambil selama 5 tahun, yaitu pada tahun 2018-2022, sehingga diperoleh 40 data yang diolah. Teknik Analisa data penelitian ini menggunakan Regresi Linier Berganda dengan bantuan program SPSS versi 25.

Hasil penelitian yang dilakukan menunjukkan bahwa Profitabilitas (*Return On Asset*) dan Likuiditas (*Current Ratio*) berpengaruh positif dan signifikan terhadap Nilai Perusahaan, Sedangkan *Activity Ratio* (*Total Asset Turn Over*) berpengaruh negatif dan signifikan terhadap Nilai Perusahaan.

**Kata Kunci :** Profitabilitas, Likuiditas, *Activity Ratio*, dan Nilai Perusahaan

## ABSTRACT

This research aimed to find out and analyze the effect of profitability, liquidity, and activity ratio on the firm value at the Telecommunication companies during 2018-2022. Profitability was measured by Return On Assets, liquidity was measured by Current Ratios, and Activity Ratio was measured by Total Asset Turnover.

The research was quantitative, with a causal-comparative approach. Furthermore, the data collection technique used purposive sampling which was determined by certain criteria and considerations. In line with that, there were 8 Telecommunication companies as the sample. Moreover, the data were not only in the form of financial statement of the Telecommunication companies with 5 years (2018-2022) observation. In total, 40 data were analyzed. Additionally, the data analysis technique used multiple linear regression with the SPSS (Statistical Product and Service Solution) 25 version.

The result showed that both profitability (Return On Assets) and liquidity (Current Ratio) had a positive and significant effect on the firm value. On the other hand, the Activity ratio (Total Asset Turnover) had a negative and significant effect on the firm value.

**Keywords:** Profitability, Liquidity, Activity Ratio, Firm Value.

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