

ABSTRAK

Tujuan perusahaan didirikan adalah untuk mencapai keuntungan yang maksimal guna meningkatkan kesejahteraan para pemegang saham dan untuk memaksimalkan nilai perusahaan. Penelitian ini bertujuan untuk menguji pengaruh profitabilitas, aktivitas, dan *leverage* terhadap nilai perusahaan yang diproksikan dengan *Return on Equity*, *Total Assets Turnover*, *Debt to Equity Ratio* dan *Price to Book Value*.

Populasi dalam penelitian ini yaitu perusahaan food and beverages yang terdaftar di Bursa Efek Indonesia periode 2013-2017. Teknik pengambilan sampel menggunakan metode *purposive sampling* yaitu metode pengambilan sampel berdasarkan kriteria tertentu, sehingga diperoleh sampel sebanyak 11 perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu SPSS (*Statistic Product and Service Solutions*) versi 22.

Berdasarkan pengujian dengan menggunakan uji hipotesis menunjukkan bahwa profitabilitas berpengaruh positif tidak signifikan terhadap nilai perusahaan, aktivitas berpengaruh negatif signifikan terhadap nilai perusahaan, dan *leverage* berpengaruh negatif tidak signifikan terhadap nilai perusahaan pada perusahaan food and beverages yang terdaftar di Bursa Efek Indonesia periode 2013-2017.

Kata kunci: Profitabilitas, Aktivitas, *Leverage* dan Nilai Perusahaan.

ABSTRACT

Building company aims to achieve the maximum profit and improve the stakeholders wealthy. Moreover, it also aimed to maximize the firm value. This research aimed to examine the effect of profitability, activities, and leverage on the firm value which were referred to Return on Equity, Total Assets Turnover, Debt to Equity Ratio and Price to Book Value.

The population was Food and Beverages companies which were listed on Indonesia Stock Exchange 2013-2017. While, the sampling collection technique used purposive sampling in which the sample was collected based on the criteria given. Moreover, there were 11 companies as sample. In addition, the data analysis technique used multiple linear regression with SPSS (Statistic Product and Service Solution) version 22.

The data result concluded, from hypothesis test, profitability and positive but insignificant effect on the firm value. On the other hand, the activities had negative but significant effect on the firm value. While, leverage had negative and insignificant effect on the firm value of Food and Beverages companies which were listed on Indonesia Stock Exchange 2013-2017.

Keyword: Profitability, Activities, Leverage, and Firm Value



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