

## ABSTRAK

Penelitian ini dilakukan untuk menguji Pengaruh Profitabilitas, *Company Size*, *leverage* terhadap nilai perusahaan. Variabel Profitabilitas diukur menggunakan *return on assets* (ROA), Variabel *Company size* diukur menggunakan *size*, variabel *Leverage* diukur menggunakan *debt to equity ratio* (DER), dan variabel nilai perusahaan diukur menggunakan *price to book value* (PBV).

Penelitian ini merupakan jenis penelitian kuantitatif. Populasi dalam penelitian adalah perusahaan perbankan yang terdaftar di Bursa Efek Indonesia (BEI) periode tahun 2019-2023 dan menggunakan data sekunder dari laporan tahunan. Pengambilan sampel penelitian ini menggunakan teknik *purposive sampling* dengan menggunakan 3 kriteria. Terdapat 28 perusahaan yang telah memenuhi kriteria dengan total sebanyak 140 data. Metode yang digunakan yaitu metode regresi linear berganda.

Hasil analisis dari penelitian ini menunjukkan bahwa profitabilitas berpengaruh positif terhadap nilai perusahaan, dan *leverage* berpengaruh positif terhadap nilai perusahaan. Sedangkan *company size* berpengaruh negatif terhadap nilai perusahaan. Hal tersebut menunjukkan bahwa semakin tinggi nilai profitabilitas dan *leverage* akan meningkatkan nilai perusahaan. Sehingga dapat disimpulkan bahwa variabel profitabilitas dan *leverage* dapat memberikan sinyal terhadap investor untuk melakukan pengambilan keputusan.

**Kata Kunci :** Profitabilitas, *Company Size*, *leverage*, Nilai Perusahaan.

## **ABSTRACT**

*This reserch examines the effect of profitability, firm size, leverage on the firm value. The profitability was measured by Return On Assets (ROA), firm size was measured by size, and leverage was measured by Debt to Equity Ratio (DER), and firm value variable was measured by Price to Book Value (PBV).*

*This research applies quantitatively. Furthermore, the population consists of Banking companies listed on he Indonesia Stock Exchange (IDX) durng 2019-2023. The data were secondary, which in the form of annual statements. Moreover, the data collection technique used was a purposive sampling with 3 criteria given In line with that, 28 companies fulfilled the criteria as samples with a total of 140 data. The data analysis technquw used multiple linear regression.*

*The results indicate that profitability has a positive effect on the firm value. Likewise, leverage has a positive effect on the firm value. Meanwhile, firm size has a negative effect on the firm value. It means that the higher the profitability value and leverage are, the higher the firm value will be. Therefore, it an be concluded that both profitability and leverage can give signals to the investors in making decisions.*

**Keywords:** *profitability, firm size, leverage, and firm value*

