

ABSTRACT

One of the company's main objective is to maximize owner's and stakeholder's wealth and also to maximize the firm value. Firm value is the main focus in order to attract potential investors to invest, the company expects that financial managers can take the best action for the company by maximizing firm value so that the welfare of shareholders can be achieved.

This study aims to determine the effect of simultaneous and partial between Profitability, Leverage, Firm Size, and Investment Decision to firm value in manufacturing companies food and beverage sub-sector listed on the Indonesia Stock Exchange in 2012 - 2016.

This research uses quantitative method. Sampling technique in this research is purposive sampling technique. The sample in this research is as many as 13 samples in the period of 5 years so that 65 companies get the total sample. The analysis technique used in this research is logistic regression analysis using Eviews 9.0 software.

Based on the results of data testing shows that simultaneously Profitability, Leverage, Firm Size and Investment Decision have a significant effect on Firm Value. while Partially Profitability has a positive effect on Firm Value, Leverage has a positive effect on Firm Value, Company Size has no effect on Firm Value and Investment Decision have positive effect on Firm Value.

Based on the results of this study, the company is strongly advised to pay more attention in increasing firm value by considering profitability and investment decisions. Due to high profitability and investment decisions have a positive effect on firm value.

Keywords: *Profitability (ROA), Leverage (DER), Firm Size (LnAsset), Investment Decision (PER), Firm Value (PBV).*