

## **ABSTRACT**

*Maximizing the value of the company is one of the objectives of the company. The high value of the company indicates that the company is able to maintain business continuity and can improve the welfare of shareholders. So that investors are interested in investing their capital in companies that have high company value.*

*This study aims to determine the effect of profitability (ROE), leverage (DER), and company size (log total assets) on firm value (PBV) in agricultural sector companies listed on the Indonesia Stock Exchange in 2014-2017. The data used in this study were obtained from financial statement data. The financial statements were taken from the official website of the Indonesia Stock Exchange.*

*The population in this study is agricultural sector companies listed on the Indonesia Stock Exchange in 2014-2017. The sampling technique used was purposive sampling and obtained 11 companies with a research period of 4 years, so that 44 sample data were obtained. Data analysis method in this research is panel data using eviews 9.*

*The results showed that simultaneous profitability (ROE), leverage (DER), and company size (log total assets) affect the firm's value (PBV). Partially profitability (ROE) has no effect on firm value (PBV), leverage (DER) has a negative effect on firm value (PBV), company size (log total assets) has a positive effect on firm value (PBV).*

*Based on the results of this study, if the agricultural sector companies try to increase the value of the company, then the company needs to pay attention to the size of the company (log total assets) because it has a positive effect on company value. company in order to be able to manage its assets well in order to increase the value of the company*

**Keyword: Company Size, Company Value , Leverage, Profitability**