

## **ABSTRACT**

*The company competes in increasing the value of the company that serves to lift profitability as well as the value of the company to attract investors in determining decisions in investing in the company. Therefore, the company can apply strategi as much as possible in order to maintain the value of the company in order to continue to attract investors to make decisions in investing. In this study, the ratio used to measure the Firm value was Price Book Value (PBV).*

*This study aims to determine the influence of Capital Structure measured using DER, Profitability measured using ROE, and Investment Decisions measured using PER to Firm Value as measured using PBV in food and beverage sub-sector companies listed on the Indonesia Stock Exchange in 2015-2019. The population in this study is a food and beverage sub-sector company listed on the Indonesia Stock Exchange from 2015 to 2019. Sample selection techniques using purposive sampling and obtained 11 food and beverage sub-sector companies with a period of 5 years, so that 55 samples were observed. Data analysis method in this study using panel data regression and processed using Eviews 9 software.*

*The results of this study showed that Capital Structure, Profitability, and Investment Decisions have a simultaneous significant effect on the Firm Value. Partially the capital structure and profitability have no effect on the value of the company, while investment decisions partially affect the value of the company.*

*Based on these results, the company needs to pay attention to investment decisions so that the company can reassure shareholders and minimize the risks that will be borne if investors want to invest capital.*

**Keywords:** *Capital Structure, Profitability, Investment Decisions, Firm Value.*