

ABSTRACT

Firm value is the investor's perception of a company that often likes stock prices, the higher the stock price, the higher the value of the company. The price can reflect the value of a good company if its value is always increasing. Company value is one of the important things that need to be maximized for the prosperity of shareholders. Investors will be interested if their investment level increases from time to time. High company value is one of the goals of a company.

This study aims to determine the effect of Company Growth, Leverage, Profitability, and Operational Efficiency on Firm Value in property and real estate sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2016-2019. The data used in this study were obtained from financial statements.

The population in this study are property and real estate sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2016-2019. The sample selection technique used is purposive sampling and obtained 36 companies with a research period of 4 years in order to obtain 144 research sample units. The data analysis method used in this study is panel data regression analysis using Eviews version 09 software.

The results of this study indicate that the company's growth, leverage, profitability, and operational efficiency have a simultaneous effect on firm value. Partially Leverage and Profitability have a positive effect on Firm Value, in contrast to Company Growth which has a negative effect on Firm Value. While Operational Efficiency has no effect on Company Value.

Based on the results of this study, further researchers can use Firm Size and Liquidity variables to become independent variables. For property and real estate companies if they want to increase the value of the company, the company needs to maintain and increase profitability. And for investors, if you want maximum profit, it is necessary to invest in property and real estate companies with a high level of profitability.

Keywords: *Company Growth, Firm Value, Leverage, Operational Efficiency, and Profitability.*