

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, Corporate Social Responsibility, and Operational Efficiency on Firm Value in food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2018-2020. The data used in this study were obtained from financial statements.

The population in this study are food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2018-2020. The sample selection technique used is purposive sampling and obtained 16 companies with a research period of 3 years in order to obtain 48 research sample units. The data analysis method used in this study is panel data regression analysis using Eviews version 12 software.

The results of this study indicate that the company's growth, Corporate Social Responsibility, and operational efficiency have a simultaneous effect on firm value. Partially Company Growth, Corporate Social Responsibility, and Operational Efficiency have no effect on Company Value.

Based on the results of this study, further researchers can use the variables of Funding Decisions and Debt Policy to become independent variables. For companies in the food and beverage sub-sector, if they want to increase the value of the company, the company needs to pay attention to asset management. And for investors, if they want maximum profit, it is necessary to invest in food and beverage sub-sector companies that have high corporate value.

Keywords: Company Growth, Corporate Social Responsibility, Firm Value, and Operational Efficiency