

## **ABSTRACT**

*The value of the company is something that is very important in the development of the business field from year to year. The goal of each company is of course to be able to maximize potential from a financial and non-financial perspective in order to increase the value of the company which affects the existence of the company itself. This study aims to determine the effect of company size, liquidity and profitability simultaneously and partially on company value in food and beverage sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period.*

*The purpose of this research was to find out how the influence of firm size, liquidity and profitability on company value simultaneously and partially in consumer goods industry sector companies listed on the Indonesia Stock Exchange (IDX) for the 2017-2021 period. The independent variables in this study are firm size, liquidity and profitability, and the dependent variable in this study is firm value.*

*The method used in this research is a quantitative approach. The population in this study are companies in the consumer goods industry sector that are listed on the Indonesia Stock Exchange in 2017-2021. The sample selection technique used was purposive sampling and 70 samples were obtained to be observed. The analysis technique in this study was panel data regression analysis using evIEWS 12 software.*

*The results of this study indicate that the independent variables, namely company size, liquidity and profitability simultaneously affect company value in food and beverage sector companies listed on the IDX for the 2017-2021 period. Partially, liquidity and profitability affect company value in food and beverage companies listed on the IDX in 2017-2021. Meanwhile, firm size has no effect on firm value.*

*Further research is suggested to develop independent variables that can explain a greater effect. For investors, it is hoped that this research can be a consideration in making investment decisions. For the company it is suggested to increase the value of the company by looking at the influences of the variables that affect the value of the company.*

**Keywords:** *firm size, firm value, liquidity, profitability,*