

ABSTRACT

Company value is the perception of investors on the achievement of a company based on an increase in stock price. Increasing stock prices have an impact on increasing company value, it can attract investors to invest in the company.

This study aims to determine the effect of profitability, liquidity, company age, and dividend policy simultaneously and partially on consumer non-cyclicals sector companies for the 2017-2021 period. This research data is obtained from financial statements from the official website of the Indonesia Stock Exchange and the company's official website.

This study used purposive sampling method with 56 company samples for 5 periods, thus obtaining 280 observational data. This study used descriptive statistical analysis techniques and panel data regression analysis with Eviews 12 software.

The results showed that profitability, liquidity, company age, and dividend policy simultaneously affect company value with leverage and company size as control variables in consumer non-cyclicals sector companies for the 2017-2021 period. Profitability positively affects the value of the company partially with these control variables. Meanwhile, liquidity, company age, and dividend policy partially do not affect the value of the company with these control variables in consumer non-cyclicals sector companies for the 2017-2021 period.

It is expected for the company's management to further increase profitability in order to increase the value of the company. For further researchers, it is expected to add research variables that are thought to affect the value of the company.

Keywords: *Firm Value, Profitability, Liquidity, Firm Age, Dividend Policy*