

ABSTRACT

The value of the company is solely determined by investment decisions. This opinion can be interpreted as that investment decisions are important, because to achieve the company's goal of maximizing shareholder prosperity will only be generated through investment in company activities. Competition in the business world makes every company try to be more competitive so as not to compete with other companies. The company must be able to manage its finances properly, meaning that financial management policies must be able to guarantee the sustainability of the company's business.

Research objectives are to find out the effect of company size, capital structure, profitability, and liquidity on firm value. The study population is a manufacturing company registered with BEI in 2019-2021.

This study uses secondary data. The method used in this study is a quantitative method. From the sample selection technique using purposive sampling it has been obtained by as many as 27 companies with a 3-year period so that 81 samples will be used in the study. Hypothetical testing in this study using multiple linear regression with data analysis processes was carried out using SPSS 26 Software.

The results show that the size of the company, capital structure, profitability, and liquidity simultaneously affect the value of the company. Partially there is an influence between company size and liquidity on company value. Whereas capital structure and profitability do not affect company value.

Further research is expected to use other free variables that have an influence on company value. Subsequent researchers can also add to the research period so that they know the extent of company value.

Keywords: *company size, capital structure, profitability, liquidity, and firm value*