

ABSTRACT

The Indonesian economy is experiencing intense competition because many domestic and foreign companies influence the wheels of the economy and make Indonesia have considerable potential in the world economic environment. This makes every company continue to strive to improve company performance by increasing company value. Some indicators that can be company indicators are Efficiency, Asset Management, and Profitability.

This study aims to determine the effect of profitability, asset management and efficiency on company value in real estate and property companies listed on the IDX in 2018-2020.

The object of this research is real estate and property property sub-sector companies during 2018-2020. This study uses a descriptive analysis method with a quantitative approach. The unit of analysis is a real estate and property company listed on the IDX, and uses secondary data on financial reports for 2018-2020 obtained from the IDX's official website. The sampling technique used was purposive sampling so that 18 samples consisted of 54 company financial reports.

The results of this study indicate that the variables of Profitability, Asset Management, and Efficiency have a simultaneous influence on firm value. However, in partial research results only the profitability variable has a negative influence on firm value.

Further research is suggested to examine in different sectors, or maybe the same sector but using different variables to measure company value such as funding decisions and debt policies and it is suggested to be able to extend the research period so that the influence of company value developments is more visible.

Keywords: *Company Value, Profitability, Asset Management, and Efficiency*