

## **ABSTRACT**

*Firm value is a very important thing to increase and must be achieved by company management because with the maximum value of the firm, the level of prosperity of shareholders will also increase.*

*This study aims to examine the effect of profitability, liquidity, and firm size on firm value in the consumer non-cyclicals sector listed on the Indonesia Stock Exchange (IDX) for the 2017-2022 period.*

*The method used in this research is a quantitative approach. The population in this study are companies in the consumer non-cyclicals sector listed on the Indonesia Stock Exchange in 2017-2022. The sample selection technique used was purposive sampling and 222 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 Profitability, Liquidity, and Firm Size simultaneously affect Firm Value. Partially, profitability affect firm value, meanwhile liquidity and firm size have no effect on firm value.*

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