

ABSTRACT

Firm value is a certain condition that has been achieved by the company as an illustration of public trust in a company. The value of the company makes investors and creditors increasingly mistaken in investing and extending credit to companies. The higher the company value, investors and creditors will respond more positively.

This study aims to examine the simultaneous and partial effects of liquidity, profitability, and company size on firm value in property and real estate sector companies listed on the Indonesia Stock Exchange (IDX) for the 2020-2022 period.

This research uses quantitative research methods. The population in this study are property and real estate sector companies listed on the Indonesia Stock Exchange (IDX) for the 2020-2022 period. The technique used in this study was purposive sampling which then obtained a sample of 55 companies. The data used as samples in this study were 165 observational data. The analysis technique used in this research is panel data regression analysis using Eviews 12 software.

Based on the results of descriptive statistics, it shows that company value (PBV), liquidity (CR), and profitability (ROA) variabel data have an average (mean) smaller than the standard deviation, which means that the data varies or not. grouped. Meanwhile, the company size variabel (SIZE) has an average (mean) greater than the standard deviation, which means that the data does not vary or are grouped.

The results of panel data regression research show that liquidity (CR), profitability (ROA), and firm size (SIZE) have a simultaneous effect on firm value. Liquidity variabels partially affect the value of the company. While the variabel profitability and firm size have no partial effect on firm value.

Keywords: *Liquidity, Profitability, Company Size, Firm Value*