

## **ABSTRACT**

*Firm value is an investor's assessment of the company's success which is often associated with stock prices. The higher the stock price, the higher the level of prosperity of investors. The company is required to provide credible information on its activities to provide signals to investors. The information provided by the company will provide positive signals to investors that will increase the value of the company.*

*This study aims to determine the effect of the debt to equity ratio, exchange rate, and net profit margin on company value in book 4 banks listed on the Indonesia Stock Exchange (IDX) for the 2017-2021 period. Firm value in this study uses Tobin's Q ratio.*

*The population in this study is Book 4 banking listed on the Indonesia Stock Exchange for the 2017-2021 period. The sample selection method is saturated samples. The number of samples obtained was 50 samples from the 5-year research period. The data analysis techniques used in this study are descriptive statistical analysis and panel data regression analysis using the Eviews application version 12.*

*The results of hypothesis testing show that simultaneously the variables of the influence of debt to equity ratio, exchange rate value, and net profit margin are significant on the value of the company. Partially, the debt to equity ratio has a significant positive effect on the value of the company, while the exchange rate does not affect the value of the company, and the net profit margin has a positive effect on the value of the company.*

*Based on the results of the study, it is recommended for subsequent researchers to be able to examine other variables that can affect the value of the company. For companies, it is better to pay attention to factors that affect the Debt to Equity Ratio, Exchange Rate, and Net Profit Margin that can cause changes in the company's value.*

**Keyword :** *Firm Value, Debt to Equity Ratio, Exchange Rates, Net Profit Margin*