

ABSTRACT

Company value is one of the company's performance as reflected by the demand and supply of the capital market which provides a public assessment of the quality of a company's performance. The increase in the value of the company will be associated with an increase in share prices which explains the prosperity of shareholders.

The purpose of this study was to determine the effect of profitability, liquidity, company size, and investment decisions on company value in food and beverage sub-sector companies for the 2019-2021 period. The independent variables in this study are profitability, liquidity, company size, and investment decisions. While the dependent variable in this study is the value of the company.

The method in this study uses quantitative. The technique used was purposive sampling and obtained as many as 13 companies with a period of three years, so that the sample obtained was 39 samples of observational data. The analytical method used is panel data regression which is processed using Eviews 12 software.

Based on the tests that have been carried out, the results show that profitability, liquidity, firm size, and investment decisions simultaneously affect firm value. Partially, investment decisions have a significant effect on firm value, while profitability, liquidity, and firm size have no effect on firm value.

With this research, the researcher hopes that the company can improve the internal aspects to increase the value of the company. Meanwhile, future researchers are expected to add other independent variables that are predicted to affect firm value.

Keywords: *Profitability, Liquidity, Firm Size, Investment Decision, Firm Value*