

ABSTRACT

One of the main goals of a company is to increase its company value. Increasing company value has a significant impact on the company itself. By increasing the value of the company, the company can achieve several benefits. Company value is a long-term target that can be seen through the dynamics of share prices on the Indonesia Stock Exchange, a reflection of investor evaluations.

This research aims to produce company value between profitability, liquidity and company size in food and beverage subsector companies listed on the Indonesia Stock Exchange (BEI) during 2019-2023. The Return on Assets (ROA) value is a proxy for the Company's profitability, as is the Current Ratio (CR) value as a representation of Liquidity and Company Size (LN).

This study uses a quantitative approach. In this research, the population used is food and beverage sub-sector companies listed on the Indonesia Stock Exchange 2019-2023. The sampling method used in this research is the purposive sampling method. Next, tests were carried out on observations to see whether there was a pattern of relationship between variables that was meaningful in the logistic regression model.

Data processing was carried out using Eviews 13 software. This research will use descriptive statistics. The classic assumptions consist of the multicollinearity test, heteroscedasticity test, autocorrelation test, and normality test. Panel Data Regression Analysis, Panel Data Regression Estimation Method. From the results of the partial test it can be concluded that profitability gives insignificant results as well as the liquidity variable which turns out to give results that have a positive and significant effect on company value, likewise company size has no real effect on company value.

It is hoped that the results of this research can be used as an evaluation of companies to maintain or increase the current ratio and increase investor confidence. Even though profitability does not show a significant influence in this research, management must still strive to increase the efficiency and effectiveness of using assets to generate profits. Even though company size does not have a significant effect on company value, it is important for management to ensure that the assets owned are managed well. Investors are advised to pay attention to the company's liquidity when making investment decisions and potential investors should focus more on the quality of management and the company's strategy in generating profits and managing risks.

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