

ABSTRACT

Companies grow and develop because there are investors, but not all investors invest their funds. Investors will review several aspects, one of which is the company's value. Company value is important to investors because it reflects how valuable the investment in the company is. For investors, company value describes the extent to which their investment can generate profits. Company value can be influenced by several factors, namely capital structure, liquidity and company size..

This study aims to determine the effect of capital structure, liquidity and company size on company value in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the 2019-2022 period. The population in this study were food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) in 2019-2022. The sampling technique used was purposive sampling and 21 companies were obtained in a 4-year research period, resulting in a total of 84 research samples.

The test in this study uses descriptive statistical tests with panel data regression analysis methods. The results of the study indicate that capital structure, liquidity and company size have a simultaneous effect on company value. Partially, liquidity and company size do not affect company value, while capital structure has a negative effect on company value.

Keyword: Capital Structure, Liquidity, Company Size, Company Value