

ABSTRACT

Economic inflation is a continuous increase in the price of goods and services over a certain period of time. To overcome its impact, companies such as PT. Fastfood Indonesia, Tbk (KFC) need to implement effective business strategies. The reason for choosing KFC as the object of research is because KFC has 740 outlets in Indonesia and has easy access to financial data in the annual report each year. This study aims to analyze how operational efficiency affects company value in an inflationary situation, using financial ratio analysis, namely Total Asset Turnover (TATO) and Price to Earnings Ratio (PER). This study uses a quantitative method with primary data sources, namely the annual report of PT. Fastfood Indonesia, Tbk (KFC) and secondary data in the form of relevant journals. Data analysis techniques use financial ratio analysis, descriptive statistical tests, normality tests, and Cumulative Probability Analysis (CPA) hypothesis tests. The findings in this study indicate that inflation moderates the relationship between efficiency or TATO and company value or PER. This happens because high inflation rates can reduce the company's market valuation and earnings per share. So it can be concluded that inflation greatly affects the efficiency of the company's value of PT Fastfood Indonesia, TBK (KFC).

Keyword : *Efficiency, Inflation, Company Value, Price to Earnings Ratio (PER), PT. Fastfood Indonesia (KFC), Tbk, and Total Asset Turnover (TATO).*