

ABSTRACT

The market value of company shares that is formed between the buyer and seller when a transaction occurs is called the company's market value, because the share market price is considered a reflection of the actual value of the company's assets. Company value, which is formed through stock market value indicators, is greatly influenced by investment opportunities.

This research aims to examine the influence of financial distress (Altman Z-Score), business strategy (IAT) and profitability (ROA) on company value as proxied by Price to Book Value (PBV) in manufacturing sector companies listed on the Indonesia stock exchange (ISE) in 2019-2022.

The data used in this research was obtained from financial report data of manufacturing sector companies for 2019-2022. The population in this study was manufacturing sector companies for 2019-2022 which were registered on the BEI and 226 companies were obtained with a sample of 123 selected based on purposive sampling for 4 years. The data analysis method in this research uses panel data regression analysis using software Eviews 12.

The results show that financial distress and business strategy partially do not have a significant effect on the company's value. Profitability partially has a positive effect on the company's value. Financial distress, business strategy and profitability simultaneously affect the company's value.

The suggestions obtained in this research are divided into three, namely, for future research can develop independent variables that are not contained in this study. For companies, it is recommended to increase company value through variables that affect company value, namely profitability. For investors, this research can be used as one of the considerations in making decisions when investing.

Keywords : Financial Distress, Business Strategy, Profitability and Company Value.