

ABSTRACT

Firm value is the investor's perception of the manager's success rate in managing the company's resources entrusted to him which is often linked to the stock price. This study aims to determine how the influence of firm age, growth opportunity, and profitability on firm value in manufacturing companies in the consumer goods sector listed on the Indonesia Stock Exchange for the period 2017-2021.

The population in this study used 52 consumer goods sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period. Sample selection used purposive sampling technique and obtained 16 samples with a total sample of 80 data. The data analysis method in this research is panel data regression analysis using Eviews 12 software.

The results of the study simultaneously reveal that firm age, growth opportunity, profitability and company size have an effect on company value in consumer goods sector companies in 2017-2021. Partially, firm age does not have a significant effect on company value, while growth opportunity has a positive effect on company value, profitability has a negative effect on company value and company size has a negative effect on company value.

Based on the research conducted, it is hoped that this research will be used as material for considering company value for the company and is also expected to help investors in channeling their capital to the company.

For researchers, this research can be a reference in exploring the relationship between variables that influence company value, and further researchers can consider other variables that can influence company value,

keywords: *company value, firmage, growth opportunity, profitability, company size*