

ABSTRACT

The rapid development of the technology era has increased the number of technology sector companies every year. To survive in the midst of this increasingly fierce competition, each company must be able to continue increasing its company value. Firm value is an investor's assessment of a company's success, which is reflected in its share price. This is because company value is one of the factors investors consider when investing their shares in the company.

This study aims to determine the effect of profitability, intellectual capital, and asset growth on firm value in technology sector companies listed on the Indonesia Stock Exchange for the 2019-2023 period. The method used in this research is quantitative research method with secondary data obtained from the company's financial report obtained from the company's official website and the website of the Indonesia Stock Exchange. The object of this research is technology sector companies listed on the Indonesia Stock Exchange for the 2019-2023 period. The samples used in this study were 13 companies with a research period of 5 years so 65 observational data were obtained using the purposive sampling technique. This study uses descriptive statistical analysis methods and panel data regression analysis.

The research results show that profitability, intellectual capital, and asset growth simultaneously have an influence on firm value. Partially, profitability and asset growth do not have influence on firm value. Meanwhile, intellectual capital partially has a significant influence on firm value.

Keywords: *Intellectual Capital, Firm Value, Asset Growth, Profitability*