## *ABSTRACT*

*Firm value as an important indicator for investors in assessing company performance, particularly in consumer goods sector companies listed on the Indonesia Stock Exchange for the period 2019-2023. Firm value is generally associated with stock prices and reflects the market's perception of a company's growth prospects and performance. Fluctuations in firm value within this sector indicate the influence of various internal company factors that require further investigation.*

*The purpose of this research is to examine the effect of board diversity , leverage , and profitability on firm value in consumer goods sector companies. The independent variables analyzed include board diversity , leverage , and profitability, while the dependent variable is firm value measured using the Tobin's Q ratio.*

*The research method used is quantitative with a panel data regression analysis approach. The population consists of all consumer goods sector companies listed on the Indonesia Stock Exchange during the 2019-2023 period. The sample was selected using the purposive sampling method, resulting in 25 companies with a total of 125 observations. The data used are secondary data obtained from annual reports and financial statements, processed using Eviews 12 software.*

*The results show that simultaneously, board diversity , leverage , and profitability have a significant effect on firm value with a determination coefficient of 46.04%. Partially, board diversity has a significant negative effect on firm value, while leverage and profitability do not have a significant effect on firm value in this sector.*

*Based on these findings, this research contributes to the literature on the determinants of firm value in Indonesia's consumer goods sector. It is suggested that companies pay attention to diverse board composition to enhance firm value. For future research, it is recommended to add moderating variables or extend the research period for more in-depth results*



*Keywords: board diversity , firm value, leverage , and profitability*