

***THE EFFECT OF PROFABILITY, LEVERAGE AND LIQUIDITY ON
COMPANY VALUE ON FOOD AND BEVERAGE COMPANIES LISTED ON
THE INDONESIA STOCK EXCHANGE***

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ABSTRACT

This study aims to determine the effect of Profitability, Leverage and Liquidity on Firm Value in Food and Beverage companies listed on the Indonesia Stock Exchange. The data used in this research is secondary data. The population in this study were Food and Beverage Companies listed on the Indonesia Stock Exchange in 2018 and 2020. The sampling technique used was the purposive sampling method. The population in this study amounted to 30 companies and 20 samples were obtained from Food and Beverage companies listed on the Indonesia Stock Exchange from 2018 to 2020. Based on the results of the T test, it shows that the Profitability (ROE) variable has a significant effect on the value of Food and Beverage companies listed on the Indonesia Stock Exchange. Meanwhile, for Leverage (DER) and Liquidity (CR) variables, there is no significant effect on the value of Food and Beverage companies listed on the Indonesia Stock Exchange.

Keywords: Firm Value, Return On Equity, Debt to Equity Ratio, Current Ratio.