

## **ABSTRACT**

*This research aims to analyze (1) the effect of Profitability to Enterprise Value (2) the effect of Likuidity to Enterprise Value (3) the effect of Profitability and Likuidity to Enterprise Value simultaneously.*

*The research population was textile and garments manufacturing companies in Indonesia Stock Exchange in periode of 2013 to 2017. Sample was collected by purposive sampling method. 14 manufacturing each year were taken as study's sample. The technic of this research used classic asumption, normality test, heterokedasticity test, multicollinearity test, and autokorelation test. Analysis method of this research used multiple analysis regression.*

*The results of this research showed that (1) Profitability has positive and significantly effect to Enterprise Value (2) Likuidity has positive and significantly effect to Enterprise Value (3) Profitability and Likuiditiy simultaneously have significantly effect to Enterprise Value.*

*Keywords: Profitability, Return On Assets, Likuidity, Current Ratio, Enterprise Value, Price to Book Value*