

## ABSTRACT

**Title** : *"Influence Profitability, Liquidity and Investment Decisions on Firm Value in Food and Beverage Sector Companies listed on the Indonesia Stock Exchange 2014-2018 Period "*

**Name** : *Ingkan Lismalita Nica Prasanty*

**NIM** : *2016-0102-106*

**Study program:** *S-1 Accounting*

*This study aims to find the Effect of Profitability, Liquidity and Investment Decisions on Company Value in Food and Beverage Sector Companies listed on the Indonesia Stock Exchange in the 2014-2018 Period.*

*This study only uses food and beverage sub-sector manufacturing companies listed on the Indonesia Stock Exchange. This study only tested 3 independent variables namely, Profitability, Liquidity and Investment Decisions by not paying attention to other factors that have an influence on Company Value. The sample in this study was limited to only 14 companies every year in the food and beverage sub sector and only carried out for a period of 5 years, namely from 2014 to 2018. This research only uses secondary data in the form of financial reports obtained from the Indonesia Stock Exchange website ([www.idx.id](http://www.idx.id)) and the official website company. The results of this study indicate the variable Profitability, Liquidity and Investment Decisions simultaneously have a significant effect on Company Value, Profitability has a positive and significant effect on Company Value. This is caused by the information content possessed by profitability which is proxied by ROE having all the criteria needed by investors in making decisions in purchasing shares in this sector. Liquidity has no effect on Company Value. This is due to the company's ability to pay short-term debt is low so that investors do not pay attention to Liquidity in making decisions to buy company shares. So that liquidity has no significant effect on firm value. Investment decisions do not affect company value. This is due to the characteristics of the food and beverage industry which tends to have high profits so that investors do not consider how much the Investment Decision is to determine the direction of their decision to buy company shares, resulting in no influence on Investment Decisions on Company Value*

**Keywords** : *Signal Theory, Relevance Theory of Value, Profitability, Liquidity, Investment Decision, The value of the company*