ABSTRACT

This study aims to determine the effect of liquidity ratios, profitability, leverage and firm size on firm value in manufacturing companies listed on the Indonesia Stock Exchange (IDX). In fundamental analysis, Present Book Value (PBV) is often used because it is quite easy to understand by investors and potential investors as a measure to determine how the market assigns value/price to a company. The valuation of the company used is the liquidity ratio, profitability, capital structure, and company size. In this research, the existing variables are independent variables, namely the current ratio (CR), return of equity (ROE), debt to asset ratio (DAR), and the level of sales or assets owned by the company.

The research model used is multiple linear regression model. The type of data used is secondary data from each manufacturing company listed on the Indonesia Stock Exchange for 5 years, 2015, 2016, 2017, 2018, 2019. Sampling was done by purposive random sampling. The sample used is 10 manufacturing companies.

Keywords: CR, ROE, DAR, Total sales & PBV