

## ABSTRACT

This study aims to determine whether profitability, leverage, and firm size either simultaneously or partially have a significant effect on firm value. The analytical method used in this research is multiple linear regression method. The data source used is secondary data, namely data from the 2015-2019 company financial statements. The population in this study were 52 companies in the consumer goods industry sector. The sampling technique in this study used the purposive sampling method, so 10 companies were selected with a total of 50 financial statements. The results showed that profitability, leverage, and firm size simultaneously (simultaneously) had a positive and significant effect on firm value. Partially, profitability has a significant effect on firm value, while leverage and firm size have no effect on firm value.

***Keywords: Profitability, Leverage, Firm Size, and Firm Value***