

***ANALYSIS OF THE DETERMINANTS OF FIRM VALUE
IN THE CONSUMER CYCLICALS SECTOR ON THE
INDONESIAN STOCK EXCHANGE***

By Leonard Prayoga

Abstract

This study aims to determine the factors that affect the value of companies in the Consumer Cyclicals sector on the Indonesia Stock Exchange. The study used descriptive quantitative methods with panel data regression analysis using E-Views 13 software. Purposive sampling obtained a total of 15 companies in the retail trade sub-sector for the 2019-2023 period. The results showed that Liquidity (CR) had a significant effect, Profitability (ROA) had a significant effect, while economic growth (GDP) and Inflation (CPI) had no significant effect.

Keywords: Firm Value, liquidity, profitability, economic growth, inflation

**ANALISIS DETERMINAN NILAI PERUSAHAAN
SEKTOR *CONSUMER CYCLICALS* DI BURSA EFEK
INDONESIA**

Oleh Leonard Prayoga

Abstrak

Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi nilai perusahaan sektor *Consumer Cyclical*s di Bursa Efek Indonesia. Penelitian menggunakan metode kuantitatif deskriptif dengan analisis regresi data panel menggunakan software E-Views 13. Secara *purposive sampling* didapat sejumlah 15 perusahaan perusahaan sub sektor perdagangan ritel periode 2019-2023. Hasil penelitian menunjukkan Likuiditas (CR) berpengaruh signifikan, Profitabilitas (ROA) berpengaruh signifikan, sedangkan pertumbuhan ekonomi (PDB) dan Inflasi (IHK) tidak berpengaruh signifikan.

Kata Kunci: nilai perusahaan, likuiditas, profitabilitas, pertumbuhan ekonomi, inflasi