

*Analysis of The Determinants of The Value of The Primary Consumer Goods Sector on The Indonesian Stock Exchange*

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*Abstract*

*This research is a quantitative study to determine the effect of profitability as measured by ROE, leverage as measured by DER, and firm size as measured by SIZE on firm value as measured by PBV. In this study, companies in the primary consumer goods sector were used as research samples. Where the sample was selected through a purposive sampling technique, and as many as 40 companies in the primary consumer goods sector for the 2018-2020 period were used as research samples. Hypothesis testing in this study uses Panel Data Regression Analysis with the help of E-Views 12 software and the results in this study are (1) profitability has a significant effect on firm value, (2) leverage has no effect on firm value, (3) firm size has no effect on firm value.*

**Keywords :** *firm value, profitability, leverage, firm size.*

# **Analisis Determinan Nilai Perusahaan Sektor Barang Konsumen Primer di Bursa Efek Indonesia**

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## **Abstrak**

Penelitian ini merupakan penelitian secara kuantitatif guna mengetahui pengaruh profitabilitas yang diukur melalui ROE, leverage yang diukur melalui DER, serta ukuran perusahaan yang diukur melalui SIZE terhadap nilai perusahaan yang diukur melalui PBV. Pada penelitian kali ini perusahaan sektor barang konsumen primer dijadikan sebagai sampel penelitian. Dimana sampel dipilih melalui teknik purposive sampling, serta sebanyak 40 perusahaan sektor barang konsumen primer periode 2018-2020 dijadikan sampel penelitian. Pengujian hipotesis pada penelitian ini menggunakan Analisis Regresi Data Panel dengan bantuan software E-Views 12 dan hasil pada penelitian kali ini yakni (1) profitabilitas memiliki pengaruh secara signifikan terhadap nilai perusahaan, (2) leverage tidak memiliki pengaruh terhadap nilai perusahaan, (3) ukuran perusahaan tidak memiliki pengaruh terhadap nilai perusahaan.

**Kata kunci** : nilai perusahaan, profitabilitas, *leverage*, ukuran perusahaan.