

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh likuiditas diukur dengan *current ratio*, *leverage* diukur dengan *debt to equity ratio* dan profitabilitas diukur dengan *return on assets* terhadap nilai perusahaan diukur dengan *price to book value* pada perusahaan sub sektor semen yang terdaftar di Bursa Efek Indonesia. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah perusahaan sub sektor semen yang terdaftar di Bursa Efek Indonesia. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel berdasarkan beberapa kriteria yang telah ditentukan. Berdasarkan metode tersebut sampel yang didapatkan sebanyak 3 perusahaan dari 6 perusahaan sektor semen yang terdaftar di Bursa Efek Indonesia pada periode 2009-2018. Metode analisis yang digunakan adalah analisis regresi linier berganda yang diolah dengan software SPSS versi 21. Berdasarkan hasil output SPSS menunjukkan bahwa semua variabel yang digunakan memenuhi asumsi dan model regresi layak digunakan dalam penelitian. Hasil pengujian dengan uji hipotesis menunjukkan bahwa likuiditas (CR) dan *leverage* (DER) berpengaruh positif tidak signifikan terhadap nilai perusahaan, sedangkan profitabilitas (ROA) berpengaruh positif signifikan terhadap nilai perusahaan.

Kata kunci : likuiditas, *leverage*, profitabilitas, nilai perusahaan

ABSTRACT

This research aimed to examine the effect of liquidity, which was measured by Current Ratio, leverage which was measured by Debt to Equity Ratio, and profitability which was measured by Return On Asset on the firm value, which was measured by Price to Book Value of sub sector cement companies which were listed on Indonesia Stock Exchange 2009-2018. While, the research was quantitative. Moreover, the population was 6 sub sector cement companies which were listed on Indonesia Stock Exchange. Furthermore, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 3 companies as sample. In addition, the data analysis techniques used multiple linear regression with SPSS 21. Based on the result of SPSS, it showed all variables were fulfilled with assumption. Additionally, the regression model was properly used in this research. Meanwhile, the result of hypothesis test concluded liquidity (CR) and leverage (DER) had positive but insignificant effect on the firm value. On the other hand, profitability (ROA) had positive and significant on the firm value.

Keywords: Liquidity, Leverage, Profitability, Firm Value



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