

ABSTRACT

One of the main objectives of a company is to maximize its firm value. Firm value reflects a company's performance and influences investors' perceptions of the company. Shareholders' welfare increases when firm value is high. Company performance includes various aspects such as firm size, profitability, liquidity, and others.

This study aims to analyze how firm size, profitability, and liquidity affect firm value in plantation and food crop sub-industry companies listed on the Indonesia Stock Exchange from 2019 to 2023.

The data used in this study were obtained from financial statements sourced from the official website of the Indonesia Stock Exchange. The population in this study consists of plantation and food crop sub-industry companies listed on the Indonesia Stock Exchange during the period 2019–2023. The sampling technique used was purposive sampling, resulting in 18 companies over a five-year period, yielding a total of 90 data samples. The data analysis method used in this research is panel data analysis, assisted by Eviews 13 software.

The results of the study show that firm size, profitability, and liquidity simultaneously influence firm value. Partially, firm size has a negative effect on firm value, while profitability and liquidity have no significant effect. Future researchers are advised to broaden the scope of the study by considering other relevant factors, extending the research period, and increasing the sample size. Companies are advised to pay attention to firm size as a factor to increase firm value.

Keywords: *Liquidity, Profitability, Firm Size*