

ABSTRACT

Firm value is a certain condition that has been achieved by a company as an illustration of public trust in the company after going through a process of activities for several years, namely since the company was founded until now. Firm value is often associated with investors' perceptions of the company's success. This can be shown through the stock price of a company because the stock price can show the value of the company. The share price is the price set by a company for investors who want to have share ownership rights. The higher the share price, the higher the company value which shows the company's prospects in the future.

This study aims to analyze the effect of company size, profitability, and good corporate governance (GCG) on firm value in the Health sector listed on the Indonesia Stock Exchange for the 2019-2023 period.

The method used in this research is quantitative method. The research sample was taken using purposive sampling technique and obtained 9 companies in a period of 5 years, thus obtaining a sample of 45 research samples. The analysis used is descriptive statistical analysis and panel data regression analysis.

The results showed that company size, profitability, and good corporate governance simultaneously affect the company. Partially, company size has no effect on firm value, profitability has a positive effect on firm value, and good corporate governance has no effect on firm value.

For further research related to company size, profitability, and good corporate governance on firm value in companies listed on the Indonesia Stock Exchange, especially in the health sector, it is better to provide additional samples or research periods so that the results are expected to be in line with the hypothesis.

Keywords: *company size, firm value, good corporate governance, and profitability*