

## ABSTRACT

### ***THE EFFECT OF RETURN ON ASSETS, DEBT TO EQUITY RATIO, CURRENT RATIO, AND SALES GROWTH ON PRICE TO BOOK VALUE IN TELECOMMUNICATIONS COMPANIES LISTED ON THE IDX***

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*The purpose of this study was to analyze the effect of Return on Assets, Debt to Equity Ratio, Current Ratio, and Sales Growth on Price to Book Value in Telecommunication Companies Listed on the Indonesia Stock Exchange for the 2019-2023 Period. In Indonesia, telecommunications companies face many challenges, such as the high need for investment in infrastructure, intense price competition and changes in consumer behavior from traditional communication to data telecommunications, which affect the value of a company. For this study, 17 companies were taken as samples which were analyzed quantitatively using panel data regression. The results showed that DER have a significant influence on PBV. Meanwhile, ROA, CR, and SG do not have a significant effect on PBV.*

**Keywords :** *Return on Assets, Debt to Equity Ratio, Current Ratio, Sales Growth, Price to Book Value.*