

ABSTRACT

THE EFFECT OF RETURN ON EQUITY, RETURN ON ASSETS, AND COMPANY SIZE ON COMPANY VALUE ON PHARMACEUTICAL COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE

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This study aims to analyze the effect of Return on Equity, Return on Assets, and Firm Size on firm value. The population in this study were 11 (eleven) pharmaceutical companies listed on the Indonesia Stock Exchange. The sample used as many as 8 (eight) companies, determined based on purposive sampling method of data collection using articles (journals), financial statements, stock prices. The data analysis method used panel data regression. This study proves that Return on Equity has a positive and significant effect on firm value, Return on Assets has a positive and significant effect on firm value. Firm size has a positive and significant effect on firm value.

Keywords: Return On Equity (ROE), Return On Assets (ROA), Firm Size and Firm Value.