

ABSTRACT

The Effect of Profitability, Capital Structure, and Company Size on Firm Value (In the Consumer Cyclical Sector Listed on the Indonesia Stock Exchange in 2017-2021)

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This research was conducted to determine the effect of profitability on firm value, the effect of capital structure on firm value, the effect of firm size on firm value, and the effect of profitability, capital structure, and firm size simultaneously on firm value. The sample in this study are companies in the consumer cyclical sector that are listed on the Indonesia Stock Exchange in 2017-2021. The technique used in this study was purposive sampling to classify the sample and population. There are 15 populations and 75 samples used in this study, of which 15 populations are companies in the consumer cyclical sector that meet the criteria. The type of data used is secondary data, namely financial reports obtained from the official length of the Indonesian Stock Exchange (IDX) and related companies.

Keywords : Profitability, Capital Structure, Company Size, Firm Value

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