

ABSTRACT

THE INFLUENCE OF PROFITABILITY, STOCK PRICE, AND INVESTMENT DECISION ON COMPANY VALUE

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This study aims to analyze the influence of profitability, stock prices, and investment decisions on firm value. This study uses a quantitative research method with secondary data taken from the 2017 – 2021 financial reports of food and beverage companies listed on the Indonesia Stock Exchange. The research sample selection technique used in this study was purposive sampling technique so that 26 companies were selected as samples of this study. This study uses the Eviews 12 test tool. The results show that simultaneously profitability, stock prices, and investment decisions affect firm value, partially profitability influences firm value, stock prices affect firm value, and investment decisions affect firm value.

Keywords : Profitability, Stock Price, Investment Decisions, and Firm Value

