

## ABSTRACT

### **THE INFLUENCE OF PROFITABILITY, LIQUIDITY, COMPANY GROWTH, FREE CASH FLOW AND INVESTMENT OPPORTUNITY ON COMPANY VALUE (CASE STUDY OF FINANCIAL SECTOR COMPANIES LISTED ON THE IDX FOR THE 2017-2021 PERIOD)**

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*This study aims to explain and understand the effect of profitability, liquidity, free cash flow and investment opportunity set on company value, while and have no effect on company value (CASE STUDY OF FINANCIAL SECTOR COMPANIES LISTED ON THE IDX FOR THE 2019-2021 PERIOD). The population of this study was 6 companies in the industrial sector, with a total sample of 18 samples obtained using a purposive sampling method. The data analysis technique is using multiple linear regression analysis with data processing through Eviews12 software. The results of this study reveal that profitability, liquidity, and investment opportunity set have an effect on company value, while liquidity and free cash flow have no effect on company value.*

**Keywords:** *profitability, liquidity, and investment opportunity set company value*

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