

ABSTRACT

This research was conducted to determine the influence of Return On Equity, Current Ratio, Fixed Assets Ratio, Asset Growth and Net Profit Margin on Price to Book Value in Pharmaceutical companies in 2019-2022 listed on the Indonesian stock exchange. This analysis was carried out using panel data regression analysis processed with the Eviews 12 program. This research is quantitative research, using secondary data techniques in the form of financial reports. Based on the specified criteria, a sample of 10 pharmaceutical companies registered on the IDX was obtained. The research results show that Return On Equity and Current Ratio have a negative and insignificant effect on Price to Book Value, Fixed Asset Ratio has a negative and significant effect on Price to Book Value, Asset Growth and Net Profit Margin have a positive and insignificant effect on Price to Book Value

Keywords : *Return On Equity, Current Ratio dan Fixed Assets Ratio, Asset Growth , Nett Profit Margin*