

## ***ABSTRACT***

### **The Influence of Profitability, Liquidity and Activity Ratio on Company Value with Company Transparency as Moderation (Empirical Study on the Automotive Sector of Cars Listed on the Indonesia Stock Exchange in 2014-2023)**

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This research aims to analyze the influence of profitability, liquidity, and activity ratio on company value, by considering company transparency as a moderating factor. The data used is secondary data obtained from automotive subsector companies listed on the Indonesia Stock Exchange during the 2014-2023 period. The analytical method used is multiple linear regression analysis using eviews version 12 software. The research results show that profitability, liquidity, and activity ratios have a significant effect on company value. Apart from that, company transparency also moderates the relationship between these financial variables and company value. These findings show the importance of corporate transparency factors in influencing how financial variables contribute to assessing company value. The implications of these findings can help company management increase the transparency of their companies and understand how this can influence investors' assessments of company value..

*Keywords: Financial Ratios, Company Value, Profitability, Liquidity, Activity, Company Transparency, Share Prices.*