

## ABSTRACT

*One of the main company objectives is orientating to profit by means of, for example, increasing and maximizing to firm value and providing the company owners and shareholders with prosperity. It's very important for a company to maximize the firm value since the higher the firm value has, the more likely it is prosper the shareholder. The increase of firm value may as well become a positive indicator for investors to invest their capital in a company.*

*The aim of this study is to find out the influence of Leverage, Profitability, and Firm Size toward Firm Value Study of Consumer Goods Industry Sub Sector of Pharmaceuticals Listed in Indonesia Stock Exchange Period 2012-2016. The data used in this study are those obtained from financial report taken from the official website of Indonesian Stock Exchange ([www.idx.co.id](http://www.idx.co.id)) and sahamok ([www.sahamok.com](http://www.sahamok.com)).*

*Population in this study refers to Consumer Goods Industry Sub Sector of Pharmaceuticals Listed in Indonesia Stock Exchange Period 2012-2016. The technique use in this study is purposive sampling. Seven sample of company were selected with in the period of 5 years, so there were altogether 35 sample data of companies sub sector pharmaceuticals listed in Indonesia Stock Exchange period 2012-2016. The method of panel data regression analysis is employed by way of Eviews 9.0 Software.*

*Based on the analysis, it shows that Leverage, Profitability, and Firm Size has simulthaneously significant influence on Firm Value with adjusted R<sup>2</sup> of 0.636660. In partial, however, Leverage have no influence on Firm Value, while Profitability has significant negative effect on Firm Value and Firm Size has significant positive effect on Firm Value.*

*Based on the results of the study, companies especially those in sub sector of pharmaceuticals, will need to increase the Firm Size in order to attract investors to invest their capital if these companies are willing to increase their Firm Value. A part from that, these companies are supposed to focus on their Profitability so as profit for investor is not mediocre eventually can increase the Firm Value.*

***Keywords : Leverage, Profitability, Firm Size, Firm Value***