

ABSTRACT

The main objective of a company is to maximize the value of the company and improve the welfare of its shareholders. Firm value is the investor's view of the company's success rate that arises from public trust in the company's performance and achievements. because maximizing company value means maximizing the company's main goals. The higher the value of the company, the more investors will invest and invest in the company.

The purpose of this study was to analyze the effect of Profitability, Liquidity, Capital Structure, and Corporate Social Responsibility on Firm Value in the property and real estate sub-sectors on the Indonesia Stock Exchange for the 2015-2019 period.

The population in this study are property and real estate sub-sector companies listed on the Indonesia Stock Exchange (IDX) for the 2015-2019 period. The sample selection in this study used purposive sampling technique. The sample in this study amounted to 14 property and real estate sub-sector companies within a period of 5 years so that 70 data were observed. The data analysis method in this study is multiple linear regression using SPSS software.

The results of this study indicate that the variables of profitability, liquidity, capital structure, and disclosure of Corporate Social Responsibility simultaneously affect firm value. While partially profitability and capital structure variables have a positive and significant effect, disclosure of Corporate Social Responsibility has a significant effect in a negative direction, and liquidity does not have a significant effect on firm value in property and real estate sub-sector companies listed on the Indonesia Stock Exchange for the period 2015 -2019.

From the research results, suggestions that can be given to the next researcher are to add a research period, use other research objects, and add other variables. And for property and real estate sub-sector companies to improve the quality of CSR disclosure on social aspects and CSR disclosure follow the GRI-G4 indicators. This is done so that the CSR disclosures made by the company have high quality in all aspects, both economic, environmental and social.

Keywords : *Firm Value, Profitability, Liquidity, Capital Structure, Corporate Social Responsibility*