

ABSTRACT

value of the company is a certain condition that can be achieved by a company as an illustration of a public trust in the company after going through the process of activities during which the company was founded until now. A high company value will be expected by every company, a good share value can describe the prosperity of shareholders. The higher the value of the company, the more interested investors will be to invest in the company.

The purpose of this study is to determine what factors can affect the value of the company. This study intends to determine the effect of the independent variable on the dependent variable either simultaneously or partially. In this study, financial leverage, cash holding, and company growth are used as independent variables and firm value as the dependent variable.

The population in this study are food and beverage sub-sector companies listed on the Indonesia Stock Exchange in 2015-2019. The method in this study is a quantitative method. The sampling technique used in this study was purposive sampling technique so that 70 samples were obtained consisting of 14 companies. The data analysis technique used is panel data regression with hypothesis testing using Eviews 10. The random effect model was selected after 3 panel data model selection tests were carried out.

Based on the tests that have been carried out, the results show that financial leverage, cash holding, and company growth simultaneously affect the firm value. With the existence of financial leverage, cash holding, and company growth, investor confidence will emerge so that it will increase the value of the company. while partially financial leverage has a significant positive effect on firm value, while cash holding and firm growth have no effect on firm value.

Keywords: *Cash Holding, Company Growth, Financial Leverage, and Firm Value,*