

## **ABSTRACT**

*Company value is a certain condition that has been achieved by a company as a picture of public trust, after going through some process for several years, starting from the company was established until now. Company values is also a long-term target for each company that can be reflected in the movement of stock prices in Indonesia stock exchange which become an assessment from investors. The purpose of company establishment is to be able optimising companies values and also for the welfare of it's owner indicated by the stock price.*

*This research was conducted to find out how the influence of profitability, leverage, and companies size on the values of the company in consumer goods industry sector that listed in Indonesia Stock Exchange (IDX). The population in this study listed in Indonesia Stock Exchange in 2015-2020. For the sample selection technique, writer used purposive sampling and obtained 150 samples to be observed. The analysis technique in this study is regression analysis of panel data using evIEWS software 10.*

*Based the result of profitability research, leverage, and company size simultaneously affect the values of the company. Partial profitability and leverage negatively affect the values of the company, while company size has no effect on companies values. It is recommended for the company to increase profitability because it has a negative effect on company values. This is because profitability has a negative direction that will reduce the company values and most companies in the consumer goods industry sector have not been able to manage their assets effectively to increase the company values.*

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