

ABSTRACT

The company has a goal that is to get the maximum profit or profit. From these profits, the value of the company will be attractive for investors to invest. The increase in firm value can occur due to several factors such as financial performance and company size.

This study was conducted with the aim of knowing the effect of financial performance as proxied by profitability (ROA), liquidity (CR), and solvency (DER) on firm value as proxied by Price Book Value (PBV) with firm size as a moderating variable proxied by SIZE. . The object of this study is the food and beverage sub-sector companies listed on the Indonesia Stock Exchange (IDX) for the 2018-2021 period.

The data analysis method used in this research is Panel Data Regression and Moderate Regression Analysis (MRA). Hypothesis testing was carried out partially and simultaneously using the F Test and T Test. The technique used for sampling in this study was purposive sampling with a sample of 13 food and beverage sub-sector companies for the 2018-2021 period or within a period of 4 years.

The results of this study conclude that financial performance as proxied by profitability (ROA), liquidity (CR), and solvency (DER) has a simultaneous effect on firm value, then the conclusion obtained after moderation is the same as before moderation, which has a significant effect. simultaneously to firm value after being moderated by firm size. Profitability (ROA) partially has a significant and positive effect on firm value, while liquidity (CR) and solvency (DER) partially have no effect on firm value. For profitability (ROA) and solvency (DER) partially have no effect on firm value after moderation, while liquidity (CR) partially has a significant effect on firm value after moderation.

From the results of the research that has been described, the researchers provide suggestions for further research so that they can add a research period or modify the variables that can develop. Then for the food and beverage sub-sector companies to be able to improve financial performance so as to get maximum profit.

Keywords: *Profitability, Liquidity, Solvency, Firm Value, Firm Size*