

ABSTRACT

Company value is the performance of a company which can be seen from the share price which is formed according to demand and supply in the capital market. The purpose of a company is to generate profit in order to increase prosperity for shareholders through increasing the value of the company which can describe the condition of the company. Shareholders will judge a company's success from the company's value, so that the higher the company's value, the greater an investor will invest in the company.

This study aims to determine the effect of managerial ownership, company size and liquidity on firm value in beverage and food sub-sector companies listed on the Indonesian stock exchange for the 2017-2021 period simultaneously and partially.

The type of research used in this research is quantitative research. The data used is secondary data. Data collection was obtained from the official website of the Indonesia Stock Exchange, namely www.idx.co.id and the official website of each food and beverage sub-sector company listed on the IDX in 2017-2021. The analysis technique used in this study uses panel data regression analysis techniques. The population in this study is the beverage and food sub-sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period. The technique used in sampling is purposive sampling technique. The samples taken in this study were 14 companies with a total period of 5 years so that a total of 70 observations were obtained.

The results of this study indicate that managerial ownership, firm size and liquidity variables simultaneously influence firm value. Partially, the managerial ownership variable has no effect on firm value, while the firm size and liquidity variables have an effect on firm value.

Keywords: Company Size, Liquidity, Managerial Ownership