ABSTRACT

Firm value is the current condition of a company that describes the company's prospects in the future and influences the judgment of investors, this can be seen through the share price which is formed in accordance with demand and supply in the capital market. The purpose of a company is to generate profits that can increase the prosperity of shareholders by increasing the value of the company which reflects its status. Shareholders judge the success of a company based on its value, therefore the higher the value of a company, the higher the tendency of investors to invest in the company.

This study was conducted to examine the impact of profitability (ROA), company size (Ln total assets), and dividend policy (DPR) on the value of the company, represented by the Price Book Value (PBV). The research focuses on food and beverage companies listed on the Indonesia Stock Exchange (BEI) during the period 2019-2021.

The data analysis method used in this study is Panel Data Regression. Hypothesis testing was conducted both partially and simultaneously using the F-test and T-test. The sampling technique employed in this research was purposive sampling, with a sample size of 14 food and beverage companies during the period 2019-2021.

The findings of this study conclude that profitability (ROA), company size (Ln total assets), and dividend policy (DPR) collectively have a simultaneous impact on the value of the company. Partially, profitability (ROA) has a significant and positive influence on the value of the company, while company size (Ln total assets) and dividend policy (DPR) do not have a significant influence on the value of the company.

Based on the results of this study, it is recommended for future research to consider different variables and avoid using the same proxies. Additionally, extending the research period would allow for a larger sample size. It is also advised to gather relevant data prior to conducting the study.

***Keywords**: Company Size, Dividend Policy, Firm Value, Profitability.*