

## **ABSTRACT**

*Currently, many companies are making various innovations in order to compete with other companies. A company, especially one that has gone public, definitely aims to get large profits, so good management is needed in a company so that the profits generated can be maximized as shown by the company value.*

*This research aims to determine the influence of independent variables simultaneously and partially on the dependent variable, namely company value in retail sub-sector companies listed on the Indonesia Stock Exchange in 2018-2022. The independent variables of this research consist of asset management, intellectual capital, and profitability.*

*Quantitative analysis is used in this research with calculation techniques, namely descriptive statistics. The population in this study are retail sub-sector companies listed on the Indonesia Stock Exchange 2018-2022. In determining the sample, a purposive sampling technique was used and 18 companies were obtained with a total sample of 90 samples. In addition, this research uses E-Views version 12 software to assist in data analysis using the panel data regression analysis method.*

*The indicators in this study consist of Tobin's  $Q$  to measure firm value, Total Asset Turn Over (TATO) to measure asset management, Value Added Intellectual Coefficient (VAIC) to measure intellectual capital, and Return On Asset (ROA) to measure profitability. The results showed that the independent variables, namely asset management, intellectual capital, and profitability, have a simultaneous influence on the dependent variable, namely firm value. Partially, the asset management variable has a significant positive effect on firm value, while the intellectual capital and profitability variables do not have a significant effect on firm value.*

*The results explain that asset management is a factor that can affect firm value because investors in making decisions also consider asset management. Investors are more confident in companies that can manage their assets well. Effective asset management shows that the company can generate reliable income from its assets and maintain strong control over its activities.*

**Keywords:** *asset management, company value, intellectual capital, profitability.*