ABSTRACT

Company value is a condition that reflects public trust accumulated through various stages since its founding. The main purpose of establishing a company is to increase the value of the company itself. Investors will assess the value of the company based on the share price which is reflected in the dynamics of demand and supply in the capital market. The higher the share price, the higher the company value because this reflects greater welfare for shareholders.

This study aims to examine the influence of leverage, growth opportunity, and sales growth on firm value in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2020–2023, both simultaneously and partially. This research uses a quantitative method.

This research data analysis uses descriptive statistics and panel data regression. Sampling in this research adopted a purposive sampling method. The data processed is secondary data obtained through the official website of the Indonesia Stock Exchange (BEI)

This study involves 23 sample companies with a total of 92 observations over four years. Based on the statistical analysis, the firm value shows fluctuations that reflect market uncertainty regarding business prospects, while leverage, growth opportunity, and sales growth are used as explanatory variables to identify the factors that influence firm value.

The results show that leverage, growth opportunity, and sales growth simultaneously have a significant effect on firm value. Partially, leverage has no significant effect on firm value, while growth opportunity and sales growth have a positive and significant effect on firm value.
Keywords: *Leverage, Growth Opportunity, Sales Growth, Firm Value, Food and Beverage Sub-sector, Indonesia Stock Exchange*