

ABSTRACT

Firm value is a fundamental indicator that serves as a crucial consideration for investors in making investment decisions. The assessment of firm value reflects investors' perceptions of a company's level of success, which is often associated with stock prices and future prospects. However, companies in the primary consumer goods sector listed on the Indonesia Stock Exchange (IDX) are currently facing challenges, indicated by a significant decline in stock prices. The higher the firm value, the greater the market's confidence in the company's prospects.

This study aims to examine the influence of Environmental, Social & Governance (ESG), intellectual capital, and profitability on firm value. Data were obtained from annual reports, sustainability reports, and audited financial statements. This is a quantitative study using secondary data. The population consists of primary consumer goods sector companies (consumer non-cyclicals) listed on the IDX from 2020 to 2023, with a sample of 37 companies. The data collection method used is purposive sampling. Data were analyzed using panel data regression with EViews 12 software.

The findings of this study show that ESG, intellectual capital, and profitability simultaneously influence firm value. Partially, ESG and intellectual capital do not have a significant effect on firm value, while profitability has a positive effect on firm value.

The results of this study are expected to serve as a reference for academics and future researchers in understanding the influence of ESG, intellectual capital, and profitability on firm value in the primary consumer goods sector. This study is also expected to be a useful evaluation material for companies.

Keywords: *Environmental Social, and Governance, Intellectual Capital, Profitability, Firm Value.*