ABSTRACT

Firm value is the market perception of a company's performance and prospects, which is reflected in the market value of equities such as Price to Book Value (PBV). Firm value is described as market value because it can provide prosperity and prosperity to both owners and shareholders through the value of stock prices.

This study aims to find out the results of descriptive analysis and the influence of growth opportunities, firm size and profitability on firm value in technology sector companies listed on the Indonesia Stock Exchange for the 2019-2023 period. In this study, firm value is measured using the Price to Book Value (PBV) approach.

The population used in this study is the technology sector listed on the Indonesia Stock Exchange for the 2019-2023 period amounting to 47 companies. The sampling technique from the population used in this study is purposive sampling. Based on the sample selection criteria, this study involved a total of 60 observations and 12 research samples from 5 years of the research period. However, there was outlier data in the study so that 54 observation data were obtained. The analysis techniques used in this study are descriptive statistics and panel data regression analysis with data processing using Eviews 12 software.

The results of this study indicate that, simultaneously, growth opportunity, firm size, and profitability have a joint effect on firm value. Partially, growth opportunity and profitability have a positive effect on firm value, while firm size has no effect.

Based on the results of this study, it can be used as a reference in learning activities and theoretical development, or it can be recommended for future researchers to expand the scope of research and discussion related to firm value. Firms can use it as a reference in developing appropriate strategies to increase firm value through relevant factors, while investors can be more selective in choosing firms in the future.

Keywords: firm value, growth opportunity, firm size, profitability