

ABSTRACT

Cholis, Influence Liquidity Ratio, Solvency Ratio, Activity Ratio, and Profitability Ratio To Company Value In Food and Beverage Sector Companies listed on Indonesia Stock Exchange Period 2013-2017. Under the guidance of Drs Ec. Makhmud Zulkifli MSi and Prasetyo Nugroho, S.Pi, MM.

The purpose of this study to determine the partial influence and influence of simutan on independent variables to the dependent variable. Independent variables include Liquidity Ratio (CR), Solvency Ratio (TATO), Activity Ratio (DER), and Profitability Ratio (ROE), as well as Dependent Variables ie firm value (PBV). Objects in this research are food and beverage manufacturing companies listed on the Indonesia Stock Exchange. This research type is Quantitative. The sampling technique uses purposive sampling. Data analysis using Multiple Linear Regression Test and Paired Sample T test.

The result of the research shows that from four independent variables, there are three variables that have significant influence to Company Value (PBV) namely Activity variable (TATO), Solvability (DER), and Profitability (ROE). Companies should be more careful in acting by knowing that Activity Ratios, Solvency, and Profitability have a significant effect on company value.

Keywords: Liquidity, CR, Activity, TATO, Solvency, DER, Profitability, ROE, Corporate Value, PBV, Multiple Linear Regression, Paired Sample T Test

ABSTRAK

Cholis, Pengaruh Rasio Likuiditas, Rasio solvabilitas, Rasio Aktivitas, dan Rasio Profitabilitas Terhadap Nilai Perusahaan Pada Perusahaan Sektor Makanan dan Minuman yang terdaftar pada Bursa Efek Indonesia Periode 2013-2017. Dibawah bimbingan Drs Ec. Makhmud Zulkifli MSi dan Prasetyo Nugroho, S.Pi, MM.

Tujuan penelitian ini untuk mengetahui pengaruh parsial dan pengaruh simutan pada variabel independen terhadap variabel dependen. Variabel Independen meliputi Rasio Likuiditas (CR), Rasio Solvabilitas (TATO), Rasio Aktivitas (DER), dan Rasio Profitabilitas (ROE), serta Variabel Dependen yaitu nilai perusahaan (PBV). Objek dalam penelitian ini adalah perusahaan manufaktur sektor makanan dan minuman yang terdaftar di Bursa Efek Indonesia. Jenis penelitian ini adalah Kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan Uji Regresi Linier Berganda dan Uji *Paired Sample T test*.

Hasil dari penelitian menunjukkan bahwa dari empat variabel independen ada tiga variabel yang berpengaruh signifikan terhadap Nilai Perusahaan (PBV) yaitu variabel Aktivitas (TATO), Solvabilitas (DER), Dan Profitabilitas (ROE). Seharusnya perusahaan lebih berhati hati dalam bertindak dengan diketahuinya bahwa Rasio Aktivitas, Solvabilitas, dan Profitabilitas berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci : Likuiditas, CR, Aktivitas, TATO, Solvabilitas, DER, Profitabilitas, ROE, Nilai Perusahaan, PBV, Regresi Linier Berganda, *Paired Sample T Test*