

**PENGARUH UKURAN PERUSAHAAN, PROFITABILITAS DAN
LIKUIDITAS TERHADAP NILAI PERUSAHAAN SEKTOR KONSUMEN
NON-SIKLIKAL TERDAFTAR BEI DENGAN PERIODE 2021-2024**

Annisa Harnum

Abstrak

Penelitian ini bertujuan menganalisis pengaruh ukuran perusahaan (SIZE), likuiditas (CR), dan profitabilitas (ROA) terhadap nilai perusahaan pada perusahaan sektor konsumen non-siklikal yang terdaftar di Bursa Efek Indonesia (BEI) periode 2021-2024. Sektor konsumen non-siklikal dipilih karena menunjukkan stabilitas kinerja yang konsisten selama pemulihan ekonomi pasca pandemi COVID-19, sehingga relevan untuk mengkaji faktor-faktor yang memengaruhi nilai perusahaan. Penelitian ini menggunakan populasi sebanyak 132 perusahaan yang terdaftar di BEI selama periode 2021-2024. Sampel diambil dengan metode *purposive sampling*, menghasilkan 56 perusahaan dengan 4 tahun pengamatan, sehingga diperoleh 224 sampel penelitian. Data dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa profitabilitas berpengaruh negatif dan signifikan terhadap nilai perusahaan, ukuran perusahaan berpengaruh positif dan signifikan namun likuiditas tidak berpengaruh signifikan terhadap nilai perusahaan.

Kata Kunci: *Ukuran Perusahaan, Profitabilitas, Likuiditas, Nilai Perusahaan, Sektor Konsumen Non-Siklikal, Bursa Efek Indonesia*

2024/10/25


***THE EFFECT OF COMPANY SIZE, PROFITABILITY, AND LIQUIDITY
ON THE FIRM VALUE OF NON-CYCLICAL CONSUMER SECTOR
COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE FOR
THE PERIOD 2021–2024***

Annisa Harnum

Abstract

This study aimed to analyze the effects of company size (SIZE), liquidity (CR), and profitability (ROA) on firm value in non-cyclical consumer sector companies listed on the Indonesia Stock Exchange (BEI) during the period from 2021 to 2024. The non-cyclical consumer sector was selected due to its consistent performance stability during the economic recovery following the COVID-19 pandemic, making it relevant for examining the factors that influence firm value. The study utilized a population of 132 companies listed on the BEI during the specified period. The sample was selected using the purposive sampling method, resulting in 56 companies with four years of observation, yielding a total of 224 research samples. The data were analyzed using multiple linear regression analysis. The results indicated that profitability had a negative and significant impact on firm value, while company size had a positive and significant impact; however, liquidity did not have a significant impact on firm value.

Keywords: *Company Size, Profitability, Liquidity, Firm Value, Non-Cyclical Consumer Sector, Indonesia Stock Exchange*