# ABSTRACT

Dustin Kumara / 20150243 / 2019 / Influence of Quick Ratio, Return on Equity, and Debt to Equity Ratio to Firm’s Value at the comsumtion industrial company which have listed in Indonesi stock exchange for the period of 2015-2017/ Financial Management/ Advisor : Drs. Wiwin Prastio, M.M.

The main goal of the company is to provide prosperity for stakeholders, this can be achieved if the company is careful in improving the company. But sometimes companies fail to increase the value of the company, one of which is the lack of accuracy of the company to apply factors that affect the value of the company. It can be bad for the company and its stakeholders. Therefore, this study aims to examine how the influence of Quick Ratio, ROE, and DER to the value of the company.

Firm’s value is an important key for a company which is one of some overviews of management’s performance in managing the company. Quick Ratio is the company's ability to meet its short-term liabilities by using the most liquid assets or assets close to cash. ROE is an important factor for a company that determines profitability. The rate of return generated by this company shows the level of efficiency of the company in managing its capital to generate profit. DER is a company’s policy in determining how much funding needs of companies financed by debt. Firms that increase debt are seen as companies that are confident with the prospects of the company in the future. The value of the company is the perception of investors to the success rate of companies associated with stock prices, where high stock prices make the value of the company is also high.

The sample of this research is the consumer goods industry sector listed in Indonesia Stock Exchange (BEI) during period 2015 - 2017. Sampling technique used in this research is Non-Probability Sampling by using Judgment / Purposive Sampling method, then obtained as much as 34 companies as a sample.

Based on the test that has been used, the authors get the result that Quick Ratio does not affect the value of the company proxies with Price to Book Value, return on equity have a positive effect on the value of the company proxies with Price to Book Value, and Debt to Equity Ratio positively affects the firm's value proxies with Price to Book Value.

Keywords: Quick Ratio, Return on Equity, Debt to Equiry Ratio, Firm’s Value