# ABSTRACT

Cenny / 22150268 / 2019 / Influence of Current Ratio, Return on Equity, and Debt to Equity Ratio in Firm Value Consumer Goods Companies Listed in Indonesia Stock Exchange from 2015 to 2017/ Financial Management/ Advisor : Drs. Wiwin Prastio, M.M.

The main goal of the company is to increase the prosperity and welfare of the owners of the company. But sometimes many companies fail to increase the value of the company, one of the factors is the lack of careful company applying the factors that affect the value of the company. This can have a negative impact on the company and its stakeholders. For this reason, this study aims to examine how the influence of Current Ratio, Return on Equity and Debt to Equty Ratio on firm value.

Firm’s value is an important key for the company which is one illustration of the performance of management in managing the company. CR is a ratio used to measure a company's ability to meet its short-term obligations that are due soon by using the total available liquid assets. ROE is the rate of return generated by this company shows the level of efficiency of the company in managing its capital to generate profits. DER is the company's policy in determining how much the company's funding needs are financed by debt.

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 Current 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.

The conclusion from this study Return on Equity affects the value of the company. Whereas Current Ratio and Debt to Equity Ratio have no effect on firm value.

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