**ABSTRACT**

Hansen / 28150190/ 2019/ The Effect Of Current Ratio, Return on Equity and Debt to Equity Ratio on Corporate Values in Consumer Goods Industry Companies Listed In Indonesia Stock Exchange from 2015 to 2017 / Advisor : Martha Ayerza Esra, S.E., MM.

In everyday life we ​​buy goods for our consumption, consisting of food, drinks and medicines. Attracting investors to see investment opportunities in the consumption industry, because this industry is always consumed by the public. For that we need a measuring tool in the form of company value.

Ratios such as liquidity, profitability and solvency can be variable that effect firm value. There is a problem in this study, namely there are differences in the result of previous studies.

CR (*Current Ratio*) is used to measure the company’s ability to pay short them financial obligations using current assets. ROE (*Return On Equity*) ratio is used to measure a company’s ability to earn profits and return inventors money. The DER (*Debt to Equity Ratio*) ratio is used to assess debt with company equity.

This research is a quantitative study, using financial statements as a source of data. This study aims to answer the questions that researchers want to know by the process of observation and is included in the classification of experiments.The results of this study indicate that CR has a positive and significant effect on PBV, ROE has a positive and significant effect on PBV, DER has a positive and significant effect on PBV.

The advice that can be given by the writer is to pay attention or add other independent variables that can affect the value of the company.

Keywords: CR, ROE, DER, PBV.