**ABSTRACT**

Helena Deviani / 22150374 / 2019 / *Analyzing The Effect of Firm Size, Liquidity and Profitability on Consumer Goods Firm Value Listed in Indonesia Stock Exchange Period 2015-2017* / Dr. Ir. Abdullah Rakhman, MM

*This study aims to determine the effect of firm size, liquidity, and profitability on firm value. Firm value is one of the important things for a company. If the company has a high value, it will also be followed by the high prosperity of shareholders. Firm value can be influenced by various factors. In this study, the factors used are firm size, liquidity, and profitability.*

*The theory that forms the basis of this research is signaling theory. This theory explains how companies should be able to provide information for users of financial statements. The company's push to provide information is due to the presence of information asymmetry between company managers and parts outside the company. One way to reduce the information asymmetry is to provide signal to outsiders, in the form of positive and trustworthy financial information.*

*This research was conducted on consumer goods companies listed in Indonesia Stock Exchange during period 2015-2017. The sampling technique used was purposive sampling technique, so that 27 companies were being sampled in this study. Data analysis techniques used were data pooling test, classical assumptions test, and hypothesis test with the help of SPSS 20 and SmartPLS 3 programs.*

*The results of this study indicate that firm size has a positive effect on firm value, liquidity has a negative effect on firm value, and profitability has a positive effect on firm value.*

*Based on the results of the study, it can be concluded that firm size and profitability have a positive effect on the firm value of consumer goods companies, while the result of liquidity is an inconclusive result.*

*Key words: firm value, firm size, liquidity, profitability*