

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh likuiditas, solvabilitas, profitabilitas dan keputusan investasi terhadap nilai perusahaan pada perusahaan sub sektor periklanan, percetakan & media terhadap nilai perusahaan (*Tobin's Q*) yang terdaftar di bursa efek indonesia periode 2016-2021. Teknik pengambilan sampel yang digunakan yaitu purposive sampling dan diperoleh 10 perusahaan dengan periode penelitian selama 6 tahun, sehingga diperoleh 60 data sampel. Metode analisis data dalam penelitian ini adalah analisis regresi data panel dengan menggunakan software eviews 12. Hasil penelitian menunjukkan bahwa variabel *Total Asset Growth* berpengaruh terhadap nilai perusahaan, sedangkan *Current Ratio*, *Debt to Equity Ratio*, *Return On Asset* secara parsial tidak berpengaruh terhadap nilai perusahaan (*Tobin's Q*).

Kata kunci: likuiditas (cr), solvabilitas (der), profitabilitas (roa), keputusan investasi (tag), nilai perusahaan (*tobin's q*)



## ABSTRACT

*This study aims to determine the effect of liquidity, solvency, profitability and investment decisions on company value in advertising, printing & media sub-sector companies on company value (Tobin's Q) listed on the Indonesian stock exchange for the period 2016-2021. The sampling technique used was purposive sampling and obtained by 10 companies with a research period of 6 years, so that 60 sample data were obtained. The data analysis method in this study is panel data regression analysis using eviews 12 software. The results showed that the Total Asset Growth variable affects the value of the company, while the Current Ratio, Debt to Equity Ratio, Return On Asset partially have no effect on the value of the company (Tobin's Q).*

*Keywords: liquidity (cr), Solvency (der), profitability (roa), investment decision (tag), firm value (tobin's q)*



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