

ABSTRACT

THE EFFECT OF FIRM SIZE, PROFITABILITY, AND FINANCIAL LEVERAGE ON FIRM VALUE (Research on PT Astra Agro Lestari Tbk)

By:

**Wanda Agriani
203402185**

Under The Guidance of:

**Mohammad Soleh Soeaidy
Deasy Lestary Kusnandar**

This study aims to identify the influence of Firm Size, Profitability, and Financial Leverage on Firm Value of PT Astra Agro Lestari Tbk. Firm Size is proxied by total assets, Profitability by Return on Assets (ROA), and Financial Leverage by Debt to Asset Ratio (DAR). The research method used is a verificative method with an explanatory level, employing a quantitative approach through a survey method. The data used are secondary data obtained from the Annual Financial Reports of PT Astra Agro Lestari Tbk for the period 2003-2022. Data analysis was conducted using Multiple Linear Regression Analysis with SPSS software version 26. The results indicate that Firm Size, Profitability, and Financial Leverage are proven to be predictors of Firm Value. Profitability has a positive effect on Firm Value, while Firm Size and Financial Leverage have no significant effect on Firm Value.

Keywords: Firm Size, Profitability, Financial Leverage, and Firm Value.