

## **ABSTRACT**

*This study aims to determine and analyze the effect of Institutional Ownership, Leverage, and Asset Growth on Profitability and its Impact on Company Value in Non-Cyclicals Consumer Sector Companies Listed on the Indonesia Stock Exchange for the 2020-2023 Period. This study uses quantitative methods with descriptive and verification approaches using secondary data. The sample in this study were 41 Non-Cyclicals Consumer Sector Companies Listed on the Indonesia Stock Exchange for the 2020-2023 Period. By using non-probability sampling techniques and purposive sampling approaches. The statistical analysis used in this study is multiple linear regression analysis, simple linear regression analysis, correlation analysis, hypothesis testing using partial test and simultaneous test and coefficient of determination analysis with the help of SPSS IBM Statistics 25 software.*

*Based on the results of the research conducted, it can be seen that partially Institutional Ownership affects profitability by 22.8%, Leverage affects profitability by 22.1%, and Asset Growth affects profitability by 29.1%. Simultaneously Institutional Ownership, Leverage, and Asset Growth on Profitability amounted to 74.06% while the remaining 25.94% was the influence of factors outside the variables studied. And Profitability affects Firm Value by 63.0% while 37.0% is the contribution of other factors not examined.*

*Keywords: Institutional Ownership, Leverage, Asset Growth, Profitability, Firm Value*