

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Pengaruh *Growth Opportunity*, Likuiditas, Dan *Leverage* Terhadap Nilai Perusahaan Dan Profitabilitas Variabel *Moderating*. Penelitian ini dilakukan pada perusahaan sektor keuangan subsektor perbankan yang terdaftar di Bursa Efek Indonesia selama periode 2019-2023 dengan menggunakan analisis deskriptif dan analisis verifikatif dengan jumlah sampel 42 perusahaan. Teknik pengumpulan data menggunakan data sekunder. Analisis statistik yang digunakan dalam penelitian ini adalah uji normalitas, uji multikolinieritas, uji heteroskedastisitas, analisis regresi data panel, pengujian hipotesis dengan menggunakan uji simultan dan parsial, serta analisis koefisien korelasi dan koefisien determinasi dengan bantuan *EViews 13*.

Berdasarkan hasil penelitian yang telah dilakukan, dapat diketahui bahwa secara parsial, *Growth Opportunity*, Likuiditas dan *Leverage* berpengaruh terhadap Nilai Perusahaan sebesar 76.78%. *Growth Opportunity* berpengaruh terhadap Nilai Perusahaan sebesar 31.60%. Likuiditas berpengaruh terhadap Nilai Perusahaan sebesar 29.65%. *Leverage* berpengaruh terhadap Nilai Perusahaan sebesar 28.69%. Profitabilitas memperkuat pengaruh *Growth Opportunity* terhadap Nilai Perusahaan sebesar 46.98%. Profitabilitas memperkuat pengaruh Likuiditas terhadap Nilai Perusahaan sebesar 41.12%. Profitabilitas memperkuat pengaruh *Leverage* terhadap Nilai Perusahaan sebesar 45.21%.

Kata kunci : *Growth Opportunity*, Likuiditas, *Leverage*, Nilai Perusahaan Dan Profitabilitas

## ABSTRACT

This study aims to test and analyze the effect of Growth Opportunity, Liquidity, and Leverage on Firm Value and Profitability as Moderating Variable. This research was conducted at banking subsector financial sector companies listed on the Indonesia Stock Exchange during the 2019-2023 period using descriptive analysis and verification analysis with a total sample of 42 companies. The data collection technique uses secondary data. The statistical analysis used in this study is normality test, multicollinearity test, heteroscedasticity test, panel data regression analysis, hypothesis testing using simultaneous and partial tests, as well as correlation coefficient analysis and coefficient of determination with the help of EViews 13.

Based on the results of the research that has been done, it can be seen that partially, Growth Opportunity, Liquidity and Leverage affect the Company's Value by 76.78%. Growth Opportunity affects Company Value by 31.60%. Liquidity affects Company Value by 29.65%. Leverage affects the value of the company by 28.69%. Profitability strengthens the effect of Growth Opportunity on Firm Value by 46.98%. Profitability strengthens the effect of Liquidity on Firm Value by 41.12%. Profitability strengthens the influence of Leverage on Firm Value by 45.21%.

Keywords: Growth Opportunity, Liquidity, Leverage, Company Value and Profitability.