

**PENGARUH LIKUIDITAS, PROFITABILITAS, DAN GROSS PROFIT
MARGIN (GPM) TERHADAP NILAI PERUSAHAAN SEKTOR *BASIC
MATERIAL* YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI)
PERIODE 2018-2022**

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ABSTRAK

Penelitian ini dilakukan untuk menguji: (1) Untuk menguji pengaruh likuiditas terhadap nilai perusahaan pada perusahaan sektor basic material (2) Untuk menguji pengaruh profitabilitas terhadap nilai perusahaan sektor basic material (3) Untuk menguji *gross profit margin* terhadap nilai perusahaan sektor basic material. Populasi penelitian ini adalah Perusahaan Sector Basic Material yang terdaftar di Bursa Efek Indonesia (BEI) sebanyak 72 perusahaan, data perusahaan sector basic material yang terdaftar di BEI sebanyak 16 perusahaan dengan periode 5 tahun maka didapatkan data sampel sebanyak 80 data sampel. Dan digunakan metode statistik deskriptif, uji asumsi klasik, uji (normalitas, uji multikolinearitas, uji atukorelasi, uji heterokedaktisitas), regresi linear berganda, uji koefisien determinan (R²) uji t (parsial) dan uji f (simultan). Berdasarkan hasil pengujian secara parsial di peroleh: (1) Tidak terdapat pengaruh negatif dan signifikan antara likuiditas (CR) terhadap nilai perusahaan. (2) Terdapat pengaruh positif dan signifikan antara profitabilitas (ROA) terhadap nilai perusahaan. (3) Terdapat pengaruh positif dan signifikan antara gross profit margin (GPM) terhadap nilai perusahaan.

Kata kunci: Likuiditas, Profitabilitas, *Gross Profit Margin*, Nilai Perusahaan

***THE EFFECT OF LIQUIDITY, PROFITABILITY, AND GROSS PROFIT
MARGIN (GPM) ON THE VALUE OF BASIC MATERIAL SECTOR
COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (IDX)
PERIOD 2018-2022***

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ABSTRACT

This research was conducted to test: (1) To test the effect of liquidity on firm value in basic material sector companies (2.) To test the effect of profitability on basic material sector company values (3.) To test gross profit margin on basic material sector company values . The population of this study were 72 companies listed on the Indonesia Stock Exchange (IDX), basic material sector companies, 16 companies listed on the IDX for basic material sector companies with a 5-year period, 80 sample data were obtained. And used descriptive statistical methods, classic assumption test, test (normality, multicollinearity test, atucorrelation test, heteroscedasticity test), multiple linear regression, determinant coefficient test (R2) t test (partial) and f test (simultaneous). Based on the partial test results obtained : (1) There is no negative and significant effect of liquidity (CR) on firm value. (2) There is a positive and significant influence between profitability (ROA) on firm value. (3) There is a positive and significant influence between gross profit margin (GPM) on firm value.

Keywords: *Liquidity, Profitability, Gross Profit Margin, Firm Value*