

ABSTRACT

Name : Lavetta Ferels
NIM : 12170008
Study Program : Accounting
Title : THE INFLUENCE ON FINANCIAL RATIO ON
COMPANY VALUES WITH BUSINESS DEVELOPMENT AS A
MODERATING VARIABLE

This study discusses the variables that affect the value of companies developing businesses in consumer goods industry companies on the Indonesia Stock Exchange (IDX). The consumer goods industry company was chosen as the object of research because the company has an important role in meeting market demand and is directly related to people's daily purchasing power and the company will develop its business to achieve good corporate value so that it becomes a consideration for investors to invest in industrial companies. Consumer goods so that this study has the main objective, namely to determine the effect of financial ratios on firm value.

The population in this study are consumer goods industrial companies listed on the Indonesia Stock Exchange (IDX) that develop businesses. The research sample itself was obtained through a purposive sampling method where 32 companies were able to meet the sample selection criteria in 2019.

The results showed that the financial ratios, namely Current Ratio, Return on Equity, Debt to Equity and Total Asset Turn Over have an influence on the value of consumer goods industry companies that develop businesses.

Keywords: *Financial Ratios, Company Value, Business Development.*