

ABSTRACT

The Effect Of Profitability, Capital Structure, and Asset Structure on Firm Value (Tobin's Q)

(In Cement Companies Listed on the Indonesia Stock Exchange)

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This study aims to examine and analyze the effects of profitability, capital structure, and asset structure on firm value in cement sub-sector companies listed on the Indonesia Stock Exchange. This study employs a confirmatory research approach. The data source used is secondary data, specifically annual reports, obtained through purposive sampling. Data analysis techniques include descriptive statistics and panel data regression to test the determination of profitability, capital structure, and asset structure on firm value. The results demonstrate that profitability has a positive effect on firm value, capital structure and asset structure has no effect on firm value. The results of this study indicate that increased profitability is a key factor in boosting investor confidence and corporate value in the cement industry.

Keywords: profitability, capital structure, asset structure, firm value