

## **ABSTRACT**

*The objectives of this research is to investigate the affect of profitability, liquidity, leverage, and ESG on firm value in non-financial businesses listed on the Indonesia Stock Exchange (IDX) from 2018 to 2022, using firm size as a moderating. Firm value proxied by PBV used as dependent variable, whereas the variable of independents are profitability (ROE), liquidity (CR), leverage (DER), and ESG score (Bloomberg). Firm size is a moderating variable proxied by Ln Assets.*

*The population includes all non-financial businesses listed on the IDX from 2018 to 2022. Purposive sampling was used in this investigation, collecting 210 data observations from 42 firms. The data obtained from Bloomberg and financial statements of firms. In this study, data is analyzed using Moderated Regression Analysis (MRA) with eviews.*

*The research found that profitability has a positive and significant affect on the value of company, liquidity has a negative and also insignificant affect, leverage has significant but negative affect, and ESG can positively improve the value of the company. The size of the company cannot moderated the impacts of profitability and liquidity on the value of firms, but it can do so by strengthening the affect of leverage and moderate by weakening the effect of ESG.*

**Keywords: company value, profitability, liquidity, leverage, ESG, firm size**