ABSTRACT

ANALYSIS OF FACTORS INFLUENCING INVESTMENT DECISIONS IN FOOD AND BEVERAGE SECTOR COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE IN 2018-2021

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The study aimed to test both simultaneously and partially. Analysis of factors influencing investment decisions in food and beverage sector companies listed on the Indonesia Stock Exchange in 2018-2021. With multiple linear regression analysis methods to test classical assumptions such as normality, multicollinearity, heteroscedasticity, and autocorrelation. The results of the F test obtained that the calculated value of (2.887) > ftable (2.397) with a significant value of $0.023 < 0.05$ then ROE, CR, DCR, DER, LN together have an effect and significant on PER. In the T test ROE has no effect and is not significant on PER, CR has no effect and is not significant on PER, DCR has no effect but significant on PER, DER has no effect and but significant on PER, LN has no effect and is not significant on PER. With the coefficient value of determination seen from the Adjusted R Square of 0.146. This means that the variable can explain the dependent variable by 14.6%. While the remaining 85.4% was explained by other variables that were not studied.

Keywords: *Profitability, Liquidity, Leverage, Solvency, Company Size,* **and** *Investment Decisions.*