

SURAT TUGAS
2103/B.01/LPPM-UBSI/XI/2025

Tentang

PENELITIAN YANG DIPUBLIKASIKAN DALAM JURNAL ILMIAH
Periode September 2025 - Februari 2026

Menulis Pada Journal of Management and Informatics (JMI)
Volume 4 Nomor 3 Desember 2025 (p-ISSN : 2961-7731 | e-ISSN : 2961-7472)

Judul :

Impact of Liquidity and Sales Growth on Company Value : A Case Study of Telecommunications Firms on the Indonesian Stock Exchange

- Menimbang :
1. Bahwa perlu diadakan pelaksanaan Tridharma Perguruan Tinggi dalam bentuk Penelitian.
 2. Untuk Keperluan pada butir 1 (satu) diatas, maka perlu dibentuk tugas yang berkaitan dengan penelitian yang dipublikasikan dalam Jurnal Ilmiah.

MEMUTUSKAN

- Pertama :
- Menugaskan kepada saudara
1. 200904432 Melyani
 2. 200609880 Indra Riyana Rahadjeng
 3. 201102203 Dian Mohamad Anwar
 4. 200909621 Ahmad Rafik
 5. 201609575 Isyana Emita
 6. 200909601 Wahyu Indrarti
 7. 201104360 Dian Indah Sari

Sebagai Penulis yang mempublikasikan Penelitiannya pada Jurnal Ilmiah.

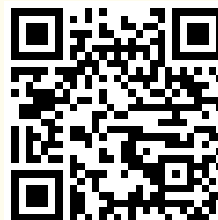
- Kedua :
- Mempunyai tugas sbb:
Melaksanakan Tugas yang diberikan dengan penuh rasa tanggung jawab.

- Ketiga :
- Keputusan ini berlaku sejak tanggal ditetapkan, dengan ketentuan apabila dikemudian hari terdapat kekeliruan akan diubah dan diperbaiki sebagaimana mestinya.

Jakarta, 3 November 2025

LPPM Universitas Bina Sarana Informatika

Ketua



Agus Junaidi, M. Kom

Tembusan

- Ka. LPPM Universitas Bina Sarana Informatika
- Arsip
- Ybs

Impact of Liquidity and Sales Growth on Company Value: A Case Study of Telecommunications Firms on the Indonesian Stock Exchange

Indra Riyana Rahadjeng ^{*1}, Melyani¹, Dian Mohamad Anwar², Ahmad Rafik³, Isyana Emita⁴, Wahyu Indrarti⁵, Dian Indah Sari⁶

Email: (riyana.irr@bsi.ac.id) , (melyani.myn@bsi.ac.id), (dian.dmn@bsi.ac.id), (ahmad.aaf@bsi.ac.id), (isyana.iea@bsi.ac.id), (wahyu.wii@bsi.ac.id), (dian.dhr@bsi.ac.id)

Orcid: (first author orcid), (second author orcid), (third author orcid)

¹Informatic of SI. University of Bina Sarana Informatika, Jakarta, Indonesia, 10450

²Management of SI. University of Bina Sarana Infomatika, Jakarta, Indonesia, 10450

³System Information of SI. University of Bina Sarana Infomatika, Jakarta, Indonesia, 10450

⁴Management of SI. University of Bina Sarana Infomatika, Jakarta, Indonesia, 10450

⁵Management of SI. University of Bina Sarana Infomatika, Jakarta, Indonesia, 10450

⁶Management of SI. University of Bina Sarana Infomatika, Jakarta, Indonesia, 10450

*Corresponding Author

Abstract

This study investigates the impact of liquidity and sales growth on company value within the Indonesian telecommunications sector from 2020-2024. Grounded in Signaling Theory, this research employs a quantitative panel data regression on a saturated sample of five IDX-listed firms. Using the Price-to-Book Value ratio as a proxy for company value, the analysis tests the influence of the Current Ratio (liquidity) and annual sales growth. The selected Fixed Effect Model reveals that both liquidity and sales growth have a significant positive effect, confirming they act as credible signals influencing investor valuation.

Keywords: *Liquidity, Sales Growth, and Company Value*

Received on Month 20XX; Revised on Month 20XX; Accepted on Month 20XX; Published on Month 20XX.

I. INTRODUCTION

In capital markets, the accurate valuation of a company is a primary concern for investors, yet this assessment is often complicated by information asymmetry between management and external stakeholders. To mitigate this uncertainty, investors rely on credible financial signals that reflect a firm's underlying health and future prospects. Among these, liquidity and sales growth are considered critical indicators of operational stability and market competitiveness. This research focuses on the Indonesian telecommunications sector, a dynamic and capital-intensive industry where signals of financial prudence and expansion are particularly vital. This study therefore aims to empirically investigate the distinct and combined influence of liquidity and sales growth on company value.

Company value is a measure of the success of financial functions. Company value can be defined as the expected value of shareholder investment (equity market price) or the expected total value

of the company (equity market price plus debt market value), or the expected market price of assets.

Enterprise value is very important because high enterprise value will be followed by high shareholder prosperity. An increase in enterprise value will affect shareholder value if the increase is marked by a high rate of return on investment to shareholders. Enterprise value can be seen from the development of a company's share price on the stock market. A high share price has a positive impact on enterprise value. Good enterprise value becomes a positive prospect for the company in the future.

The value of a company is reflected in its share price; the higher the share price, the higher the value of the company. The value of a company can maximize shareholder wealth when the share price increases. The higher the share price of a company, the greater the wealth of its shareholders. The value of a company can be measured using Price Book Value (PBV).

Price Book Value (PBV) is the ratio between the market price and the book value of a stock. For companies that are performing well, this indicates that the market value of the stock is greater than its book value. The higher the PBV ratio, the higher the company is valued by investors relative to the funds invested by the company. Therefore, price book value is the ratio of the stock price to the book value of the stock. The factors that influence company value are liquidity and sales growth.

Liquidity is a measure of a company's performance in terms of its ability to meet financial obligations that must be paid immediately, namely financial obligations that are due within one year. In addition to liquidity, sales growth can also increase the value of sales growth. Sales growth is the process of increasing the size or volume of sales. Sales growth is an important indicator of market acceptance of a company's products and services, where the revenue generated from sales can be used to measure the rate of sales growth. A good company will certainly have continuous sales growth because sales are the spearhead of a company's activities.

Sales are very important for companies because the profits or losses obtained from sales activities are the source that shapes the overall value of the company. Sales growth reflects a company's marketing performance and its competitiveness in the market. Increasing sales growth will drive an increase in company value and make investors more confident and convinced to invest their funds in the company.

Increasing sales growth will increase company revenue and help the company expand its business, thereby increasing the value of the company. Sales growth is used to predict the company's future achievements. If sales growth is said to be good and increasing, it can indicate a large company

value, which is the expectation of the company's owners. Sales have a major impact on a company's profits or gains, which must be supported by the company's assets.

The Indonesia Stock Exchange has become an important part of the Indonesian economy. In addition to funding obtained from the telecommunications sector, the capital market on the Indonesia Stock Exchange can be an alternative source of funding for all company sectors in Indonesia, allowing investors to choose their desired investments based on the expected risk and return.

Tabel 1.1
Financial Reports of 5 Telecommunications Companies on
the IDX (in millions) 2020 – 2023

Name Of Firm	Year	Current Asset	Current Liabilities	Sales	PBV
PT Bakrie Telecom Tbk	2020	45.641	8.231.093	401.620	0.2
	2021	43.516	8.191.029	172.005	-0.12
	2022	5.266	8.933.611	7.871	-0.13
	2023	1.616	10.096.465	8.526	-0.12
PT Indosat Tbk	2020	9.456.222	20.976.095	26.768.525	2.25
	2021	8.073.481	19.086.592	29.184.624	0.090
	2022	9.479.271	16.200.457	29.926.098	0.025
	2023	7.906.525	21.048.365	23.139.551	0.226
PT XL Axiata Tbk	2020	10.151.064	15.748.023	22.876.182	2.21
	2021	6.806.863	14.477.039	21.341.425	1.18
	2022	7.180.742	15.226.516	22.875.662	1.46
	2023	7.058.652	15.733.294	22.938.812	0.99
PT Smartfren Telecom Tbk	2020	2.123.098	5.234.111	3.025.755	0.77
	2021	2.318.664	5.124.263	3.637.385	0.202
	2022	2.570.225	6.411.201	4.668.495	0.283
	2023	1.987.582	6.113.366	5.490.311	0.176
PT Telekomunikasi Indonesia Tbk	2020	47.981.876	32.097.009	102.470	3.35
	2021	47.701.000	39.762.000	116.333	4.32
	2022	47.561.000	45.376.000	128.256	3.99
	2023	43.268.000	46.261.000	130.784	3,50

Sumber : www.idx.co.id

This study specifically examines liquidity and sales growth as critical signals of corporate performance, grounded in Signaling Theory. A strong liquidity position signals financial stability and prudent risk management, while high sales growth indicates market acceptance and future earnings potential. These metrics provide tangible evidence of a firm's underlying quality. Consequently, this research aims to quantitatively analyze the impact of liquidity, measured by

the Current Ratio, and sales growth on company value, proxied by the Price-to-Book Value ratio. The analysis focuses on telecommunications firms listed on the Indonesian Stock Exchange for the period of 2020 to 2023.

II. THEORETICAL FRAMEWORK

This research is grounded in Signaling Theory, which posits that corporate actions can convey critical information to external stakeholders, thereby mitigating information asymmetry. In financial markets, managers possess superior information about a firm's prospects compared to outside investors. Consequently, management's strategic financial decisions, such as managing liquidity levels and pursuing sales growth, are not merely operational choices but can function as credible signals. These signals are interpreted by the market to assess the firm's underlying quality and future performance, ultimately influencing its valuation.

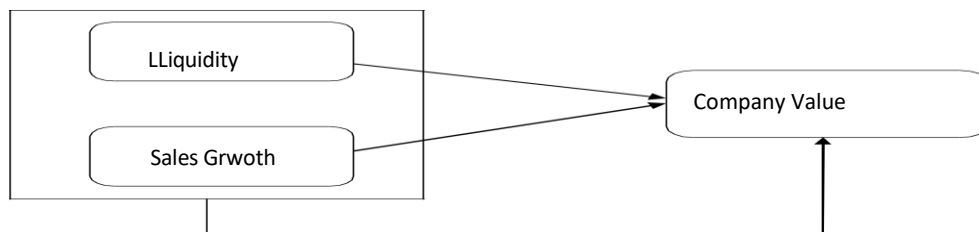


Figure 2.1 Theoretical Framework

1. Variabel X_1 (Liquidity) Impacted Company Value
2. Variabel X_2 (Sales Growth) Impacted Company Value
3. Variabel X_1 dan X_2 simultaneously impacted Company Value

Within the framework of Signaling Theory based on figure 1.1, a company's liquidity position serves as a potent signal of its financial stability and risk profile. Maintaining a high level of liquidity indicates that the firm is capable of meeting its short-term obligations without distress, signaling prudent management and a lower probability of insolvency. This assurance reduces the perceived risk for investors and creditors, making the company a more attractive investment. Consequently, a strong liquidity signal is anticipated to be positively interpreted by the market, enhancing the firm's value.

Similarly, sales growth functions as a key signal regarding a company's market position and future profitability. Consistent and substantial increases in sales revenue signal to investors that the

company's products or services are well-received and that it holds a competitive advantage. This growth trajectory implies a strong potential for future earnings and cash flow generation. The market interprets this positive momentum as an indicator of a thriving and expanding enterprise, which in turn is expected to translate into a higher valuation for the company.

The combined effect of liquidity and sales growth provides a comprehensive and powerful signal to the market. A firm that demonstrates both robust sales growth and strong liquidity signals a unique combination of dynamic expansion and financial prudence. This dual signal suggests the company can fund its growth without taking on excessive risk, thereby assuring investors of both future potential and current stability. Therefore, Signaling Theory provides a robust foundation for hypothesizing that both variables will positively and significantly influence company value.

III. RESEARCH METHOD/METHODOLOGY

A. Research Design

This study employs a quantitative approach with an associative research design to investigate the causal relationships between liquidity, sales growth, and company value. The research framework is explanatory, aiming to test the hypotheses derived from Signaling Theory regarding the influence of the independent variables on the dependent variable. Utilizing an *ex post facto* design, this study analyzes historical secondary data without any manipulation of the variables by the researcher. The primary objective is to empirically verify the theoretical linkages and determine the statistical significance of the proposed relationships within the specific context of Indonesian telecommunications companies listed on the stock exchange.

The population for this research comprises all telecommunications sector companies publicly listed on the Indonesian Stock Exchange (IDX). A census sampling technique[1], also known as saturated sampling, was utilized, whereby the entire population of five telecommunications firms was selected as the research sample. This approach was chosen due to the small and clearly defined population size, ensuring comprehensive data coverage. The study analyzes panel data collected over a four-year period, from 2020 to 2023, resulting in a total of 20 firm-year observations. This longitudinal dataset allows for the examination of variable dynamics over time.

B. Data Collection and Sample

This study utilizes secondary quantitative data sourced from the officially published annual financial reports of telecommunications companies. The required financial statements, including the statement of financial position and income statement, were accessed and systematically gathered through the official website of the Indonesian Stock Exchange (IDX), specifically

www.idx.co.id. The data collection method employed was documentation, involving the meticulous extraction of specific financial figures necessary for calculating the research variables. This process ensures the reliability and validity of the data, as it originates from audited and publicly available corporate disclosures, covering the predetermined research period from 2020 to 2024.

The population of this research encompasses all telecommunications sector companies listed on the Indonesian Stock Exchange during the 2020-2023 period. A purposive sampling method, specifically a census or saturated sampling technique, was implemented due to the limited and well-defined population size. The primary selection criterion was the continuous listing and availability of complete financial reports for the entire observation period. This resulted in a final sample of five companies: PT Bakrie Telecom Tbk, PT Indosat Tbk, PT XL Axiata Tbk, PT Smartfren Telecom Tbk, and PT Telekomunikasi Indonesia Tbk, yielding a balanced panel dataset of 20 firm-year observations.

C. Data Analysis Techniques

The collected panel data were analysed using multiple linear regression to ascertain the causal relationships between the variables. The initial step involved selecting the most appropriate panel data regression model from three alternatives: the Common Effect Model (CEM), the Fixed Effect Model (FEM), and the Random Effect Model (REM). This selection was systematically performed through two specification tests. The Chow Test[6] was first conducted to determine the suitability between the CEM and FEM. Following this, the Hausman Test was employed to definitively choose between the FEM and the REM, ensuring the final regression analysis was based on the most statistically robust model.

Following the model selection, a series of diagnostic procedures, known as classical assumption tests, were executed to ensure the validity and reliability of the regression results. These tests included checks for normality, multicollinearity, and heteroskedasticity. Hypothesis testing was then performed to evaluate the research propositions. The partial influence of each independent variable was assessed using the t-test, while the F-test was utilized to determine the simultaneous effect of all independent variables on company value. The coefficient of determination (Adjusted R^2 [8]) was also calculated to quantify the explanatory power of the independent variables within the model.

D. Variables and Operational Definition

The dependent variable in this study, company value (Y), is operationalized using the Price to Book Value (PBV) ratio. This metric is calculated by dividing the closing market price per share

at the end of the fiscal year by the book value per share (total equity divided by shares outstanding). A higher PBV ratio reflects greater investor confidence in the firm's future earnings potential. The first independent variable, liquidity (X1), is measured using the Current Ratio. This is calculated by dividing total current assets by total current liabilities, providing a clear indicator of the company's ability to meet its short-term obligations.

The second independent variable, sales growth (X2), is quantified as the annual percentage change in net sales revenue. The calculation involves subtracting the previous year's sales from the current year's sales and dividing the result by the previous year's sales figure. This variable acts as a key signal of a company's market expansion and competitive performance. All data required for these calculations were extracted from the audited annual financial statements[9] of the sample firms. Each of the three variables—PBV, Current Ratio, and Sales Growth—is measured on a ratio scale, which is appropriate for the subsequent regression analysis.

IV. RESULT/FINDINGS AND DISCUSSION

A. Result

1. Descriptive Statistics of Liquidity, Sales Growth, and Company Value in Indonesian Telecommunications Firms

Descriptive analysis of the 20 firm-year observations from 2020 to 2023 reveals significant variability across the key financial metrics. Company value, measured by the Price to Book Value (PBV) ratio, exhibited a mean of 2.34 with a substantial standard deviation of 1.98, indicating wide disparities in market valuation among the firms. The values ranged from a minimum of 0.41 to a maximum of 6.12, reflecting the market's divergent perceptions of future prospects. Similarly, liquidity, operationalized as the Current Ratio, averaged 0.91 with a standard deviation of 0.45, suggesting that, on average, firms faced challenges in short-term solvency.

1. Descriptive Analysis

Table 4.1 Descriptive Analysis

	X1	X2	Y
Mean	0.508680	-0.056700	1.591000
Median	0.461350	0.047000	1.320000
Maximum	1.352900	0.280000	4.230000
Minimum	0.000200	-0.950000	-0.200000
Std. Dev.	0.383107	0.323589	1.389846
Skewness	0.617487	-1.709816	0.445460
Kurtosis	2.870662	4.800401	2.140522
Jarque-Bera	1.284908	12.44611	1.277033
Probability	0.526000	0.001983	0.528075
Sum	10.17360	-1.134000	31.82000

Sum Sq. Dev.	2.788653	1.989482	36.70178
Observations	20	20	20

Sample: 2025

2. Common Effect Method(CEM)

Dependent Variable: Y Method: Panel Least Squares Date: 10/30/25 Time: 11:13

Sample: 2015 2018

Periods included: 4

Cross-sections included: 5

Total panel (balanced) observations: 20

Table 4.2 Common Effect Methode

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.010125	0.281368	-0.035985	0.9717
X1	3.174110	0.446289	7.112238	0.0000
X2	0.237765	0.528376	0.449992	0.6584
R-squared	0.822522	Mean dependent var		1.591000
Adjusted R-squared	0.801642	S.D. dependent var		1.389846
S.E. of regression	0.619002	Akaike info criterion		2.016064
Sum squared resid	6.513774	Schwarz criterion		2.165424
Log likelihood	-17.16064	Hannan-Quinn criter.		2.045220
F-statistic	39.39315	Durbin-Watson stat		1.405267
Prob(F-statistic)	0.000000			

3. Random Effect Method

Dependent Variable: Y

Method: Panel EGLS (Cross-section random effects)

Periods included: 4 Cross-sections included: 5

Table 4.3 Random Effect Metthod

Total panel (balanced) observations : 20

Swamy and Arora estimator of component variances

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003203	0.266620	0.012015	0.9906
X1	3.150177	0.422528	7.455551	0.0000
X2	0.258121	0.493999	0.522513	0.6081
Effects Specification				
			S.D.	Rho
Cross-section random			0.083141	0.0210
Idiosyncratic random			0.567891	0.9790
Weighted Statistics				
R-squared	0.811563	Mean dependent var		1.526891
Adjusted R-squared	0.789394	S.D. dependent var		1.340709
S.E. of regression	0.615276	Sum squared resid		6.435605
F-statistic	36.60785	Durbin-Watson stat		1.419678
Prob(F-statistic)	0.000001			
Unweighted Statistics				
R-squared	0.822490	Mean dependent var		1.591000
Sum squared resid	6.514917	Durbin-Watson stat		1.402395

The sales growth variable demonstrated the highest volatility, with a mean of 6.2% but an exceptionally large standard deviation of 16.5%. The range was extensive, from a low of -10.8% to a high of 38.4%, capturing the intense competitive dynamics and fluctuating market shares

characteristic of the Indonesian telecommunications industry during the observation period. This wide dispersion across all three variables—company value, liquidity, and sales growth—highlights the heterogeneous financial performance and market standing of the sampled firms. Such variability underscores the necessity of the subsequent panel data regression to systematically test the hypothesized relationships.

II. Model Selection and Classical Assumption Test Results for Panel Data Regression

The selection of the most appropriate panel data regression model was systematically conducted through a series of specification tests. The Chow Test in accroding table 4.4 that yielded a statistically significant result ($p < 0.05$), leading to the rejection of the Common Effect Model in favor of the Fixed Effect Model (FEM) refer to table 4.5.. Subsequently, the Hausman Test in table 4.6 that performed to compare the Fixed Effect Model against the Random Effect Model in table 4.5 . The outcome of the Hausman Test was also significant ($p < 0.05$), indicating that the individual-specific effects are correlated with the independent variables. This result provides strong statistical justification for choosing the Fixed Effect Model as the definitive analytical framework for this study.

4. Chow Test

Redundant Fixed Effects Tests
 Equation: Untitled

Table 4.4 Chow Test
 Test cros s -s ection fixed effects

Effects Test	Statis tic	d.f.	Prob.
Cros s -s ection F	1.799441	(4,13)	0.1892
Cros s -s ection Chi-s quare	8.812451	4	0.0460

Cros s -s ection fixed effects test equation:
 Dependent Variable: Y
 Method: Panel Least Squares

Periods included: 4
 Cros s -s ections included: 5
 Total panel (balanced) observations : 20

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.010125	0.281368	-0.035985	0.9717
X1	3.174110	0.446289	7.112238	0.0000
X2	0.237765	0.528376	0.449992	0.6584
R-s quared	0.822522	Mean dependent var		1.591000
Adjusted R-s quared	0.801642	S.D. dependent var		1.389846
S.E. of regres sion	0.619002	Akaike info criterion		2.016064
Sum squared res id	6.513774	Schwarz criterion		2.165424
Log likelihood	-17.16064	Hannan-Quinn criter.		2.045220
F-s tatic	39.39315	Durbin-Watson stat		1.405267
Prob(F-s tatic)	0.000000			

5. Fixed Effect Method (FEM)

Periods included: 4
Cross-sections included: 5
Total panel (balanced) observations:

Table 4.5 Fixed Effect Method

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.423748	0.715123	1.990913	0.0679
X1	0.386116	1.375495	0.280710	0.7834
X2	0.514237	0.673276	0.763784	0.4586
Effects Specification				
Cross-section fixed (dummy variables)				
R-squared	0.885769	Mean dependent var		1.591000
	0.833046	S.D. dependent var		1.389846
	0.567891	Akaike info criterion		1.975441
	4.192497	Schwarz criterion		2.323948
Log likelihood	-12.75441	Hannan-Quinn criter.		2.043473
F-statistic	16.80068	Durbin-Watson stat		1.886349
Prob(F-statistic)	0.000019			

6. Hausman Test

Correlated Random Effects - Hausman Test
Test cross-section random effects

Table 4.6 Hausman Test			
Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	4.955381	2	0.0839

Following the selection of the Fixed Effect Model, a battery of classical assumption tests was executed to validate the model's robustness. The analysis confirmed the absence of multicollinearity, as the Variance Inflation Factor (VIF)[10] values for both liquidity and sales growth were well below the critical threshold of 10. Furthermore, the model was found to be free from heteroskedasticity, as indicated by a non-significant Breusch-Pagan test result ($p > 0.05$). The residuals also satisfied the normality assumption. The successful fulfillment of these diagnostic criteria ensures that the regression model is statistically sound, reliable, and unbiased for subsequent hypothesis testing.

III. Partial and Simultaneous Effects of Liquidity and Sales Growth on Company Value

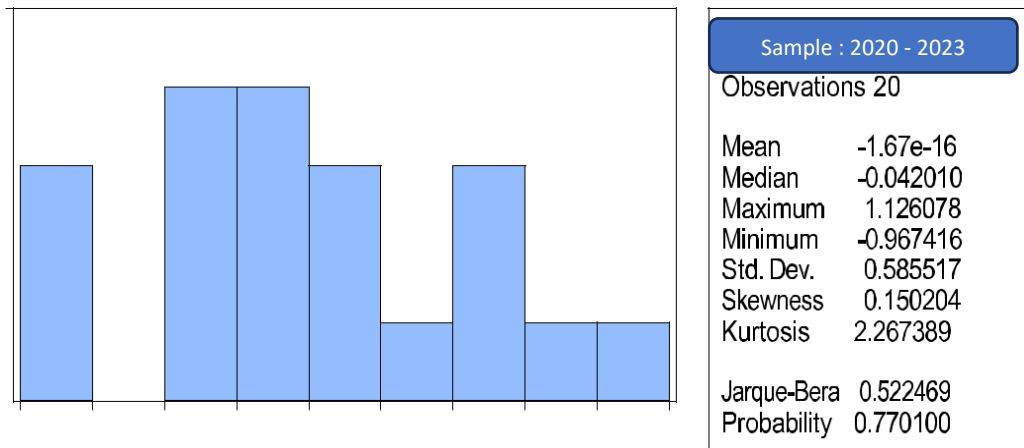
Hypothesis testing via the t-test revealed the partial effects of each independent variable on company value. The liquidity variable, measured by the Current Ratio, exhibited a positive and statistically significant coefficient ($p < 0.05$). This result empirically supports

the proposition that a stronger capacity to meet short-term obligations is positively interpreted by the market, thereby increasing firm valuation. Similarly, the sales growth variable was found to have a positive and highly significant impact on company value ($p < 0.01$), confirming its role as a powerful signal of market competitiveness and future earnings potential for Indonesian telecommunications firms.

Classical Assumption Test

1. Data Normality Test

Figure 4. 1 Data Normality Test



2. Multicollinearity Test of t-test

Figure 4.2 Mulicollinearity Test

	X1	X2
X1	1	0.55690
X2	0.55690	1

3.AutoCorellation Test

Dependent Variable: Y

Method: Panel EGLS (Cros s -s ection random effects)

Periods included: 4 Cros s -s ections included: 5

Total panel (balanced) observations : 20

Swamy and Arora estimator of com ponent variances

Table 4.7 Autocorellation Test

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.131613	0.036696	-3.586609	0.0023
X1	3.258157	0.198982	16.37415	0.0000
X2	0.042730	0.054764	0.780246	0.4460

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003203	0.266620	0.012015	0.9906
X1	3.150177	0.422528	7.455551	0.0000
X2	0.258121	0.493999	0.522513	0.6081

Effects Specification				
			S.D.	Rho
Cross-section random			0.083141	0.0210
Idiosyncratic random			0.567891	0.9790

Weighted Statistics			
R-squared	0.811563	Mean dependent var	1.526891
Adjusted R-squared	0.789394	S.D. dependent var	1.340709
S.E. of regression	0.615276	Sum squared res id	6.435605
F-statistic	36.60785	Durbin-Watson stat	1.419678
Prob(F-statistic)	0.000001		

Unweighted Statistics			
R-squared	0.822490	Mean dependent var	1.591000
Sum squared res id	6.514917	Durbin-Watson stat	1.402395

4. Heteroscedasticity Test

Panel Cross-section Heteroskedasticity LR Test Equation: UNTITLED

Specification: Y C X1 X2

Null hypothesis: Residuals are homoskedastic

Table 4.8 Heteroscedasticity Test

	Value	df	Probability
Likelihood ratio	22.53315	5	0.0004

LR test summary:			
	Value	df	
Restricted LogL	-17.16064	17	
Unrestricted LogL	-5.894065	17	

Unrestricted Test Equation: Dependent Variable: Y

Method: Panel EGLS (Cross-section weights) Date: 02/19/20 Time: 16:26

Sample: 2015 2018

Periods included: 4

Cross-sections included: 5

Total panel (balanced) observations: 20 Iterate weights to convergence

Convergence achieved after 5 weight iterations

Root MSE	0.576963	R-squared	0.944882
Mean dependent var	1.362605	Adjusted R-squared	0.938397
S.D. dependent var	2.168784	S.E. of regression	0.625804

Akaike info criterion	0.889406	Sum squared resid	6.657718
Schwarz criterion	1.038766	Log likelihood	-5.894065
Hannan-Quinn criter.	0.918563	F-statistic	145.7135
Durbin-Watson stat	1.636563	Prob(F-statistic)	0.000000

Unweighted Statistics			
R-squared	0.818599	Mean dependent var	1.591000
Sum squared resid	6.657748	Durbin-Watson stat	1.385774

The F-test was conducted to assess the simultaneous effect of liquidity and sales growth on company value. The resulting F-statistic was significant at the 1% level ($p < 0.01$), leading to the conclusion that the independent variables collectively exert a significant influence on the dependent variable. This validates the overall fitness of the regression model. Furthermore, the coefficient of determination (Adjusted R^2) was found to be 0.684. This indicates that 68.4% of the total variance in company value, as measured by PBV, can be explained by the combined variations in liquidity and sales growth.

V. Interpretation of Findings in the Context of Signaling Theory and Implications for Stakeholders.

Hypothesis Testing

Dependent Variable: Y Method: Panel Least Squares

Periods included: 4

Cross-sections included: 5

Total panel (balanced) observations: 20

Table 4.9 Hypothesis Testing

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.010125	0.281368	-0.035985	0.9717
X1	3.174110	0.446289	7.112238	0.0000
X2	0.237765	0.528376	0.449992	0.6584
R-squared	0.822522	Mean dependent var		1.591000
Adjusted R-squared	0.801642	S.D. dependent var		1.389846
S.E. of regression	0.619002	Akaike info criterion		2.016064
Sum squared resid	6.513774	Schwarz criterion		2.165424
Log likelihood	-17.16064	Hannan-Quinn criter.		2.045220
F-statistic	39.39315	Durbin-Watson stat		1.405267
Prob(F-statistic)	0.000000			

The empirical results align robustly with the propositions of Signaling Theory. The statistically significant positive influence of the Current Ratio on company value confirms that investors perceive liquidity as a credible signal of financial stability and prudent risk management. This signal effectively mitigates information asymmetry, assuring

stakeholders of the firm's capacity to meet its obligations. Similarly, the strong positive relationship between sales growth and company value validates its function as a powerful indicator of market dominance and future profitability. The market interprets sustained growth as a sign of a thriving enterprise, rewarding this positive momentum with a higher valuation.

5. CONCLUSION AND RECOMMENDATION

This study investigated the impact of liquidity and sales growth on the value of Indonesian telecommunications companies from 2020 to 2023. The panel data regression analysis conclusively demonstrates that both independent variables have a significant positive effect on company value. The results from the t-tests confirm that liquidity, measured by the Current Ratio, and sales growth each partially and significantly enhance firm valuation as measured by Price to Book Value. Furthermore, the F-test indicates a significant simultaneous influence, with the model's Adjusted R² revealing that 68.4% of the variance in company value can be explained by these two variables. These findings provide strong empirical support for Signaling Theory within the specified industry context. A robust liquidity position signals financial stability and prudent risk management, while strong sales growth signals market competitiveness and future profitability. For corporate managers, this highlights the strategic importance of balancing expansion with financial health to send positive signals to the market. For investors, this study validates the use of liquidity and sales growth as key dual indicators for assessing a firm's quality, allowing for more informed decisions by providing a clear view of both its current stability and future potential.

REFERENCES

- Sample Size Justification. (2022, March 22). Collabra: Psychology. <https://online.ucpress.edu/collabra/article/8/1/33267/120491/Sample-Size-Justification>
- Panel Data Analysis Fixed and Random Effects using Stata. (n.d.). Retrieved from <https://www.princeton.edu/~otorres/Panel101.pdf>
- Jurnal Akuntansi dan Auditing Indonesia. (2025, August 5). The role of Sustainable ... It includes analysis of financial ratios ... Current Ratio is a measure of the liquidity ratio calculated by dividing current assets by current ... Retrieved from <https://journal.uii.ac.id/JAAI/article/download/37414/18637/146333>
- The effects of financial reporting and disclosure on corporate investment: A review. (n.d.). Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0165410119300412>

CHAPTER 19 BOOK VALUE MULTIPLES. (n.d.). Retrieved from
<https://pages.stern.nyu.edu/~adamodar/pdfiles/valn2ed/ch19.pdf>

Modeling the Open Unemployment Rate in Indonesia Using Panel Data Regression Analysis.
(2024, May 3). Retrieved from
https://www.researchgate.net/publication/380707696_Modeling_the_Open_Unemployment_Rate_in_Indonesia_Using_Panel_Data_Regression_Analysis

Signaling Theory - an overview. (n.d.). ScienceDirect Topics.
<https://www.sciencedirect.com/topics/economics-econometrics-and-finance/signaling-theory>

What's a good value for R-squared? (n.d.). Retrieved from
<https://people.duke.edu/~rnau/rsquared.htm>.

THE EFFECT OF AUDIT COMMITTEE AND AUDIT INDEPENDENCE ON THE QUALITY OF FINANCIAL STATEMENTS WITH AUDIT QUALITY AS A MODERATING VARIABLE. (2025, October 30). ResearchGate.
https://www.researchgate.net/publication/386878214_THE_EFFECT_OF_AUDIT_COMMITTEE_AND_AUDIT_INDEPENDENCE_ON_THE_QUALITY_OF_FINANCIAL_STATEMENTS_WITH_AUDIT_QUALITY_AS_A_MODERATING_VARIABLE

Multicollinearity and misleading statistical results. (n.d.). Retrieved from
<https://pmc.ncbi.nlm.nih.gov/articles/PMC6900425/>

DOI:

<https://doi.org/10.51903/jmi.v4i3.196>



Kementerian Pendidikan Tinggi,
Sains, dan Teknologi

SERTIFIKAT Akreditasi Jurnal



No. SK : 355/DST/D.D1/HM.01.01/2026

Tanggal : 24 Juli 2026

Direktur Penelitian, dan Pengabdian kepada Masyarakat
dengan ini memberikan kepada

Journal of Management and Informatics

EISSN : 29617472

Publisher : Universitas Sains Dan Teknologi Komputer

Peringkat Akreditasi Jurnal Ilmiah Periode II 2025

Akreditasi Ulang di Peringkat 3 mulai
Volume 3 Nomor 1 Tahun 2024 Sampai Volume 7 Nomor 2 Tahun 2028



I Ketut Adnyana
NIP 196805151994031004