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The Effect of Sales Growth and Profit Growth on Firm Value: The Moderating Role of Firm Size

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Abstract

Introduction: This study examines the influence of *sales growth* and *profit growth* on company value as well as the role of company size moderation in Food & Beverage companies listed on the Indonesia Stock Exchange during 2022–2024. This research was conducted due to fluctuations in company values amid the increasing issue of boycotts in the community**. Research Methods:** This study uses a quantitative approach with secondary data from 25 F&B companies listed on the Indonesia Stock Exchange for the period 2022–2024. Data were analyzed using panel data regression and MRA using *EViews* 12 software**. Results:** Empirical findings show that *sales growth* has a significant positive effect on company value, while *profit growth* is not significant. Moreover, the size of the company does not moderate the relationship. These results indicate that investors consider *sales growth signals* more than asset size or short-term profit fluctuations in assessing the company's prospects**. Conclusion:** This study found that in accordance with signal theory, *sales growth* has a positive influence on the value of F&B companies listed on the IDX during the period 2022–2024. In contrast, *profit growth* did not show a significant influence. In addition, company size does not moderate the relationship between these variables and company value.

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INTRODUCTION

Firm value is one of the important indicators used by investors to assess a company's performance and future prospects in the capital market. A high firm value reflects positive market perceptions regarding the company's ability to generate sustainable profits and maintain business growth. In publicly listed companies, firm value is commonly measured using Price to Book Value (PBV), which compares the market price per share with the book value of equity (Putri et al., 2023). Companies with high PBVs tend to gain greater investor trust because they are considered to be able to provide a better rate of return and business sustainability in the long run.

In recent years, economic and business conditions have been increasingly influenced by global issues that have an impact on investor sentiment and consumer behavior. One of the international issues that has received great attention is the Palestinian-Israeli conflict which has triggered the emergence of the Boycott, Divestment, and Sanctions (BDS) movement in various countries, including Indonesia. The boycott movement encourages people to avoid products that are considered affiliated with companies that support Israel (Fadzilah et al., 2024). In Indonesia, this issue gained increasing public attention following the issuance of Indonesian Ulema Council (MUI) Fatwa No. 83 of 2023 concerning products associated with support for Israeli aggression. This phenomenon has the potential to influence consumer purchasing decisions and corporate performance, particularly in industries that are directly related to consumer goods, such as the Food and Beverage industry (Ahsyam et al., 2024).

The Food & Beverage sector is one of the industries that is most sensitive to changing consumer preferences because it relies heavily on daily consumption activities and public trust in brands and products. Companies in this sector rely heavily on sales stability, customer loyalty, and brand reputation. Therefore, changes in market perception due to external issues, including the boycott movement, can affect a company's performance and ultimately have an impact on investors' perception of the company's value (Fadillah & Nugraheni, 2025). Furthermore, the involvement of companies in the Food and Beverage sector in the Sharia Stock Index indicates that the turmoil of external issues has the potential to have a dynamic impact on the achievement of the company's business performance. During the 2022–2024 period, the average Price to Book Value (PBV) of Food & Beverage companies listed on the Indonesia Stock Exchange fluctuated, indicating a change in market valuation of the company's prospects and sustainability in the sector.

A company's value can be influenced by various factors, one of which is financial performance. In this study, financial performance is represented through sales growth and profit growth. Sales growth reflects the company's ability to increase revenue from one period to the next and shows the level of market demand for the company's products. Increased sales growth generally gives a positive signal to investors because it shows the company's ability to expand the market and maintain its operational performance (Stiawan & Putri, 2023). A different finding was revealed by Ainiyah et al. (2025), who explained that sales growth can reduce firm value if management fails to improve efficiency and develop a sound

long-term strategic plan. Meanwhile, profit growth reflects a company's success in generating higher profits over time. High profit growth indicates operational efficiency and strong financial performance, which can enhance investor confidence and positively impact firm value (Veronica & Budiyanto, 2021).

The relationship between financial performance and firm value can be explained through Signalling Theory. Signal theory posits that companies send signals to investors through financial information disclosed in the annual reports. Positive financial information, such as increases in sales and profits, can reduce information asymmetry between management and investors and encourage a positive market response (Spence, 1973). Investors generally interpret high sales growth and profit growth as indicators of a company's good prospects in the future, so that it can increase the company's stock price and value.

In addition to financial performance, firm size is also considered an important factor influencing firm value. Firm size reflects the scale of a company's operations and is generally measured by total assets. Larger firms tend to be perceived as more stable and capable of enduring market uncertainties due to their stronger financial resources, market access, and operational capabilities (Mardiah et al., 2024). Therefore, firm size has the potential to strengthen or weaken the impact of sales growth and profit growth on firm value. Investors tend to respond more positively to financial growth signals in large firms because these companies are perceived as more credible and sustainable (Candra et al., 2024).

Various previous studies have examined the effect of sales growth and profit growth on firm value; however, their results remain inconsistent. Research conducted by Arum et al. (2024) found that sales growth has a significant positive effect on firm value. Sales growth is another important indicator reflecting a company's success in increasing revenue and expanding market share (Arnaz & Nugroho, 2024). Meanwhile, Christian & Ifekanandu (2024), studying the food and beverage industry, stated that the ability to maintain and increase sales amid high volatility in consumer preferences is a key indicator of long-term success. Kartini & Wirajaya (2025) revealed that increased sales strengthen a company’s market position and profitability, which in turn enhances market perception of firm value. However, contrasting results were found by Iskandar (2021), who reported that sales growth does not have a significant effect on firm value. Similarly, Abidin et al. (2021) found that sales growth does not affect firm value in food and beverage companies listed on the Indonesia Stock Exchange. Furthermore, Nurhasanah & Napisah (2024) argued that the market does not necessarily respond to sales growth, considering that sales figures only reflect total revenue before accounting for all cost efficiencies. Investors tend to focus more on other indicators more directly related to the company’s long-term financial health, such as dividends or other financial ratios (Dianissa et al., 2025).

Similarly, the study by Ardiansyah & Kharisma (2024) demonstrated that profit growth has a significant effect on firm value. Arnaz & Nugroho (2024) explained that high profitability indicates the effective management of assets in generating profits. This strengthens investor confidence in the company’s future business prospects, thereby triggering an increase in firm value. High profitability reflects the company’s level of productivity, where solid performance

sends positive signals to investors, subsequently enhancing firm value (Wirastuti & Yadnyana, 2024). Similar findings were reported by Kartini & Wirajaya (2025), who stated that good profitability can reduce uncertainty and provide positive signals to investors, thereby improving growth prospects and company stability. High profitability, as reflected by ROA, will increase stock prices. Higher stock prices positively influence firm value (Susesti & Wahyuningtyas, 2022). However, Ruldawati et al. (2025) also found that profit growth does not have a significant effect on firm value. These varying research results indicate that the relationship between sales growth, profit growth, and firm value still requires further investigation.

Furthermore, research examining firm size as a moderating variable in the relationship between sales growth, profit growth, and firm value remains relatively limited, especially in Food & Beverage companies listed on the Indonesia Stock Exchange during the 2022–2024 period, which is marked by changing consumer preferences and product boycott issues. Therefore, this study aims to analyze the effect of sales growth and profit growth on firm value, with firm size as a moderating variable, in Food & Beverage companies listed on the Indonesia Stock Exchange during the 2022–2024 period.

This study is expected to provide an empirical contribution to the development of literature on the factors influencing firm value, particularly regarding the roles of sales growth, profit growth, and firm size in shaping investor perception. Additionally, the findings are anticipated to offer insights for investors, company management, and future researchers in understanding the dynamics of financial performance and firm value in the Food & Beverage sector amid changing market conditions and external social issues.

RESEARCH METHOD

This study employs a quantitative approach with an associative-causal research design. Quantitative research is a method used to study a specific population or sample through statistical analysis to test predetermined hypotheses (Sugiyono, 2023). The aim of this study is to analyze the effect of sales growth and profit growth on firm value, with firm size as a moderating variable, in Food & Beverage companies listed on the Indonesia Stock Exchange (IDX) during the 2022–2024 period.

Sampling

The population in this study consists of 117 Food & Beverage companies listed on the Indonesia Stock Exchange during the period 2022–2024. The sampling technique used is purposive sampling, which is a sampling technique based on certain criteria that is adjusted to the research objectives (Sugiyono, 2023).The sample criteria for this study include: (1) Food & Beverage companies whose main business activities involve providing food and/or beverage products marketed to end consumers and are consecutively listed on the Indonesia Stock Exchange during the 2022–2024 period; (2) companies that publish complete annual financial reports throughout the study period; (3) companies that provide complete data according to the research variable requirements; and (4) companies that use the Indonesian rupiah as their currency. Based on these criteria, 25 companies were obtained, with a total of

75 data observations. Subsequently, outlier detection was performed using the Studentized Residual method with the assistance of EViews software. Outlier detection was conducted to identify observations with extreme deviations that could potentially cause bias and affect the accuracy of regression analysis results. The detection results showed that one observation was identified as an outlier and therefore excluded from the analysis. Thus, the final number of observations used in this study was 74. The sample consists of companies indexed in the Indonesian Sharia Stock Index. The following is the list of Food & Beverage companies that meet the criteria as the study sample.

Table 1. List of Food & Beverage Research Sample Companies for the 2022–2024 Period

No	Stock Code	Company Name
1	ADES	PT Akasha Wira International Tbk.
2	AISA	PT FKS Food Sejahtera Tbk.
3	ICBP	PT Indofood CBP Sukses Makmur Tbk.
4	INDF	PT Indofood Sukses Makmur Tbk.
5	MYOR	PT Mayora Indah Tbk.
6	ROTI	PT Nippon Indosari Corpindo Tbk.
7	SKLT	PT Sekar Laut Tbk.
8	STTP	PT Siantar Top Tbk.
9	ULTJ	PT Ultrajaya Milk Industry & Trading Company Tbk.
10	CLEO	PT Sariguna Primatirta Tbk.
11	CAMP	PT Campina Ice Cream Industry Tbk.
12	GOOD	PT Garudafood Putra Putri Jaya Tbk.
13	FOOD	PT Sentra Food Indonesia Tbk.
14	COCO	PT Wahana Interfood Nusantara Tbk.
15	KEJU	PT Mulia Boga Raya Tbk.
16	CMRY	PT Cisarua Mountain Dairy Tbk.
17	TAYS	PT Jaya Swarasa Agung Tbk.
18	FAST	PT Fast Food Indonesia Tbk.
19	PTSP	PT Pioneerindo Gourmet International Tbk.
20	MAPB	PT MAP Boga Adiperkasa Tbk.
21	PZZA	PT Sarimelati Kencana Tbk.
22	HOKI	PT Buyung Poetra Sembada Tbk.
23	DMND	PT Diamond Food Indonesia Tbk.
24	SKBM	PT Sekar Bumi Tbk.
25	BEEF	PT Estika Tata Tiara Tbk.

Source: Data processed by researchers (2026)

Data Collection

This study employed secondary data collected through the documentation method, consisting of audited annual financial statements and stock price data of Food and Beverage companies listed on the Indonesia Stock Exchange (IDX) during the 2022–2024 period. The data were obtained from the official Indonesia Stock Exchange website and were used to measure all research variables using a ratio scale.

Measures

Company value is measured using Price to Book Value (PBV), which reflects investors' perception of the company's performance and prospects (Veronica & Budiyanto, 2021). The formula used is as follows:

$$PBV = \frac{\text{Market Price per Share}}{\text{Book Value per Share}} \qquad (1)$$

Sales growth reflects the company's ability to increase sales from one period to another. The measurement formula is:

$$Sales\ Growth = \frac{Sales_t - Sales_{t-1}}{Sales_{t-1}} \qquad (2)$$

Meanwhile, profit growth measures a company's ability to increase net profit over time. The formula used is as follows:

$$Profit\ Growth = \frac{Net\ Profit_t - Net\ Profit_{t-1}}{Net\ Profit_{t-1}} \qquad (3)$$

The moderating variable in this study is firm size, measured using the natural logarithm of total assets (Candra et al., 2024):

$$Firm\ Size = \ln(Total\ Assets) \qquad (4)$$

Data Analysis Technique

The data analysis technique used in this study is panel data regression analysis with the assistance of EViews 12 software. Panel data regression combines time series and cross-sectional data to analyze relationships between variables over multiple periods. The analysis includes descriptive statistics, panel regression model estimation, model selection tests (Chow Test, Hausman Test, and Lagrange Multiplier Test), as well as classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity. The panel regression equation used in this study is formulated as follows:

$$Y_{it} = \alpha + \beta_1 X1_{it} + \beta_2 X2_{it} + \beta_3 Z_{it} + \varepsilon_{it} \qquad (5)$$

Furthermore, Moderated Regression Analysis (MRA) is used to find out whether company size strengthens or weakens the relationship between sales growth, profit growth, and company value. The equation of moderation regression is formulated as follows:

$$Y_{it} = \alpha + \beta_1 X1_{it} + \beta_2 X2_{it} + \beta_3 Z_{it} + \beta_4 X1_{it} Z + \beta_5 X2_{it} Z + \varepsilon_{it} \qquad (6)$$

Hypothesis testing was conducted using the t-test to examine partial effects, the F-test to assess simultaneous effects, and the coefficient of determination (R^2) to measure the ability of independent variables to explain variations in firm value (Nani, 2022).

RESULT AND DISCUSSION

Descrptive Statistical Analysis

Descriptive statistical analysis was conducted to describe the characteristics of each research variable, namely sales growth, profit growth, firm value, and firm size, based on the minimum, maximum, mean, and standard deviation values. The results of the descriptive statistical analysis are presented in the following table.

Table 2. Descriptive Statistics

	Y	X1	X2	Z
Minimum	0.335000	-0.725000	-38.21700	24.65500
Maximum	12.40800	14.64000	11.87000	32.93800
Mean	2.827284	0.364459	-1.164203	28.66876
Standard Deviasi	2.190829	1.878806	6.601229	1.680869
Observations	74	74	74	74

Source: Data processed through EViews 12 (2026)

Based on Table 2, it is known that the number of data (observations) used in this study is 74 observations. The results of the descriptive statistical analysis of each variable can be explained as follows:

1) The firm value variable (Y), measured using Price to Book Value (PBV), has a minimum value of 0.335000 at PT Sarimelati Kencana Tbk. in 2024 and a maximum value of 12.408000 at PT Estika Tata Tiara Tbk. in 2023. The average value (mean) is 2.827284 with a standard deviation of 2.190829. The standard deviation being lower than the mean indicates that the dispersion of firm value data is relatively low.
2) The sales growth variable (X1) has a minimum value of -0.725000 at PT Estika Tata Tiara Tbk. in 2022 and a maximum value of 14.64000 at PT Estika Tata Tiara Tbk. in 2023. The average value is 0.364459 with a standard deviation of 1.878806. The positive average indicates that the sample companies generally experienced sales growth, while the standard deviation being larger than the mean suggests variation in sales growth across companies.
3) The profit growth variable (X2) has a minimum value of -38.21700, recorded by PT Buyung Poetra Sembada Tbk. in 2023, and a maximum value of 11.87000, recorded by PT MAP Boga Adiperkasa Tbk. in 2022. The mean value is -1.164203, with a standard deviation of 6.601229. The negative mean indicates that, on average, the sample companies experienced a decline in profit growth during the observation period, while the relatively high standard deviation reflects considerable variation in profit growth across the sample companies.
4) The firm size variable (Z), measured using the natural logarithm of total assets (Ln Total Assets), had a minimum value of 24.65500 for PT Sentra Food Indonesia Tbk. in 2023 and a maximum value of 32.93800 for PT Indofood Sukses Makmur Tbk. in 2024. The mean value is 28.66876 with a standard deviation of 1.680869. A standard deviation smaller

than the mean value indicates that the sample companies are relatively homogeneous in size.

Panel Data Regression Model Selection

Before testing the hypothesis, a panel data regression model was selected through the Chow Test, Hausman Test, and Lagrange Multiplier Test. The test was carried out to determine the most appropriate regression model to use on the research data (Basuki & Prawoto, 2016).

Table 4. Chow Test Results

Redundant Fixed Effects Tests Equation: Untitled Test cross-section fixed effects			
Effects Tests	Statistic	d.f.	Prob.
Cross-section F	6.184175	(24,46)	0.0000
Cross-section Chi-square	106.662150	24	0.0000

Source: Data processed through EViews 12 (2026)

Based on the results of the Chow Test in Table 3, the Prob Cross-section Chi-square value of 0.0000 was obtained. This value is smaller than the significance level of 0.05, so the Fixed Effect Model (FEM) is chosen as a more appropriate model than the Common Effect Model (CEM).

Table 4. Hausman Test Results

Correlated Random Effects - Hausman Test Equation: Untitled Test cross-section random effects			
Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section F	6.130488	3	0.1054

Source: Data processed through EViews 12 (2026)

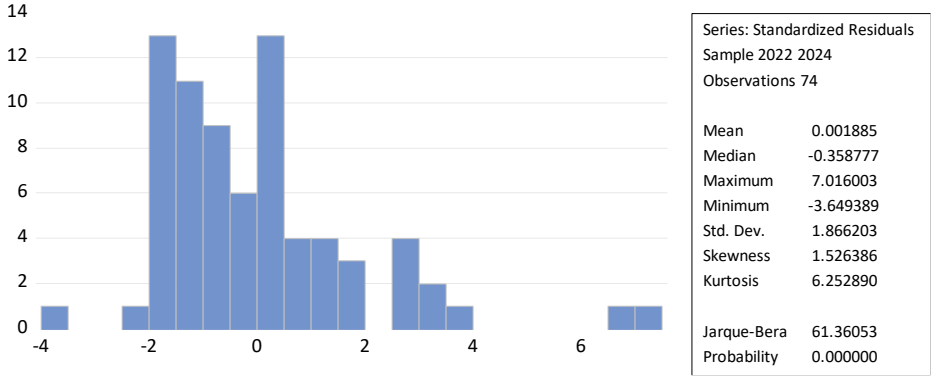
Based on the results of the Hausman test in Table 4 above, the cross-sectional random probability value was found to be 0.1054. This value is greater than the significance level of 0.05; therefore, the Random Effects Model (REM) was selected as the more appropriate model compared to the Fixed Effects Model (FEM).

Since the REM has been established as the best model based on the Hausman test, the Lagrange Multiplier (LM) test does not need to be conducted because that test is used to compare the Common Effect Model (CEM) with the Random Effect Model (REM), whereas the model selection has already been determined through the Chow test and the Hausman test

Classical Assumption Test

The classical assumption tests were adapted to the selected panel data regression model. This study used the Random Effects Model (REM) with the Generalized Least Squares (GLS) method; therefore, the classical assumption tests included only the normality test and the multicollinearity test, since GLS already accounts for heteroscedasticity (Basuki & Prawoto, 2016).

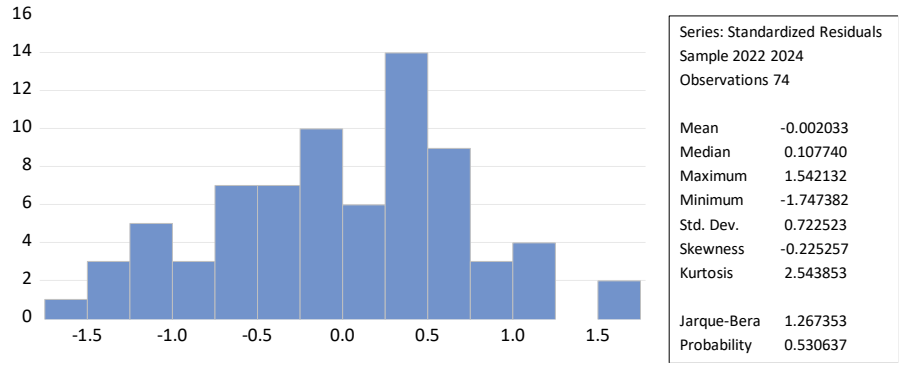
Figure 1. Normality Test



Source: Data processed through EViews 12 (2026)

Based on the results of the normality test using the Jarque-Bera statistic, a probability value of 0.000000 was obtained. This probability value is smaller than the significance level of 0.05 (0.000000 < 0.05), so it can be concluded that the residual data are not normally distributed. To address this issue, the data were transformed using a logarithmic transformation on the dependent variable with the help of EViews 12 software. Subsequently, the normality test was repeated to ensure that the data distribution had improved.

Figure 2. Normality Test After Data Transformation



Source: Data processed through EViews 12 (2026)

Based on the results of the normality test after transforming the data using the logarithmic method, the Jarque-Bera probability value was found to be 0.530637, which is greater than 0.05. Thus, it can be concluded that the data are normally distributed and suitable for proceeding to the next stage of testing.

Table 5. Multicollinearity Test

	Sales growth (X1)	*Profit growth* (X2)	Firm Size (Z)
Sales growth (X1)	1.000000	0.070417	-0.117688
Profit growth (X2)	0.070417	1.000000	0.116776
Firm Size (Z)	-0.117688	0.116776	1.000000

Source: Data processed through EViews 12 (2026)

Based on Table 5, the results of the multicollinearity test indicate that there are no multicollinearity issues among the independent variables in this study. This is evidenced by the fact that the correlation coefficients between the independent variables do not exceed 0.80; therefore, it can be concluded that the regression model is free from multicollinearity.

Panel Data Regression Analysis

The following is a regression table of panel data based on the selected model, namely the Random Effect Model (REM).

Table 6. Panel Data Regression Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.554451	1.992870	0.278217	0.7817
X1	0.200883	0.031023	6.475397	0.0000
X2	-0.005077	0.007503	-0.676665	0.5008
Z	0.005027	0.069447	0.072390	0.9425

Source: Data processed through EViews 12 (2026)

The dependent variable in this study, firm value, has been transformed into its natural logarithm (LOG(Y)) as part of the data transformation process conducted in the previous stage. Thus, based on the results of the Random Effects Model (REM) estimation, the panel data regression model in this study is formulated as follows:

$$LOG(Y)_{it} = 0{,}554451 + 0{,}200883X1_{it} - 0{,}005077X2_{it} + 0{,}005027Z_{it} + \varepsilon_{it}$$

The following is an interpretation of the panel data regression analysis results:

1) The value of constant (a) obtained is 0.554451 (positive value). This shows that if the independent variables, namely sales growth, profit growth, and company size are considered constant, then the company's value has a value of 0.554451. If the probability value of the constant is >0.05, it means that statistically the constant does not differ significantly from zero. This does not invalidate the results of the free variable hypothesis (Sugiyono, 2023).
2) The sales growth coefficient (X1) of 0.200883 indicates a positive relationship between sales growth and firm value. This means that a 1-unit increase in sales growth is estimated to increase firm value by approximately 20.09%, assuming all other variables remain constant.
3) The profit growth coefficient (X2) of −0.005077 indicates a negative relationship between profit growth and firm value. This means that a 1-unit increase in profit growth is estimated to reduce firm value by approximately 0.51%, assuming all other variables remain constant.
4) The firm size coefficient (Z) of 0.005027 indicates a positive relationship between firm size and firm value. This means that a 1-unit increase in firm size is estimated to increase firm value by approximately 0.50%, assuming all other variables remain constant.

Hypothesis Testing

Table 7. t-Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
X1	0.200883	0.031023	6.475397	0.0000
X2	-0.005077	0.007503	-0.676665	0.5008

Source: Data processed through EViews 12 (2026)

The t-test was used to determine whether each independent variable partially affected the dependent variable based on the probability value at a significance level of 5% (0.05) (Nani, 2022). Based on the results of the partial t-test conducted in this study, the following results were obtained:

1) The sales growth variable (X1) has a probability value of 0.0000, which is smaller than the significance level of 0.05, thus indicating a significant influence on the company's value. Therefore, the H1 hypothesis that states that sales growth affects the value of the company is accepted.
2) The profit growth variable (X2) has a probability value of 0.5008, which is greater than the significance level of 0.05, thus indicating that there is no significant influence on the company's value. Therefore, the H2 hypothesis that profits growth affects the value of the company is rejected.

Table 8. F-Test Results

Prob (F-statistic)	0.000001

Source: Data processed through EViews 12 (2026)

The F-test was conducted to determine whether all independent variables simultaneously influence the dependent variable. This test used a significance level of 0.05 (5%), with the criterion that if the F-probability value is less than 0.05, the regression model is considered valid (Nani, 2022). Based on the results of the F-test, a probability value of 0.000001 was obtained, which is less than 0.05. This indicates that sales growth and profit growth simultaneously influence firm value. Therefore, hypothesis H3 in this study is accepted.

Table 9. Coefficient of Determination (R^2)

Adjusted R-squared	0.334708

Source: Data processed through EViews 12 (2026)

The coefficient of determination (R^2) is indicated by the Adjusted R-Squared value. (Nani, 2022). Based on Table 11, the Adjusted R-Squared value is 0.334708. This shows that the variables of sales growth, profit growth, and company size are able to explain 33.47% of the variation in company value, while the remaining 66.53% is explained by other variables outside this research model.

Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA) is used to test whether the size of the company moderates the influence of sales growth and profit growth on the company's value. In this study, the moderation variable was interacted with each independent variable to determine the effect of moderation. The results of the moderation regression test are presented in the following table.

Table 10. Moderated Regression Analysis Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.799034	0.120854	6.611543	0.0000
X1	0.250657	0.069376	3.613034	0.0006
X2	-0.006942	0.012724	-0.545625	0.5871
Z	0.014697	0.068103	0.215803	0.8298
X1Z	0.043658	0.052836	0.826295	0.4115
X2Z	-0.003923	0.018585	-0.211094	0.8334

Source: Data processed through EViews 12 (2026)

In Table 12, it can be interpreted that the results of the moderation test are as follows:

1) The interaction term between sales growth and firm size (X1Z) has a p-value of 0.4115, which is greater than the significance level of 0.05. This indicates that firm size does not act as a moderating variable in the relationship between sales growth and firm value. Therefore, Hypothesis H4 which states that firm size moderates the effect of sales growth on firm value is rejected.
2) The interaction term between profit growth and firm size (X2Z) has a p-value of 0.8334, which is also greater than the significance level of 0.05. This indicates that firm size does not moderate the effect of profit growth on firm value. Thus, hypothesis H5, which states that firm size moderates the effect of profit growth on firm value, is also rejected.

The following presents a discussion of the research results that have been described previously.

1) The Effect of Sales Growth on Firm Value

Based on the results of the t-test, the sales growth variable has a positive and significant effect on firm value among Food & Beverage companies listed on the Indonesia Stock Exchange for the 2022–2024 period. Thus, the first hypothesis (H1) is accepted. These results indicate that sales growth is one of the factors investors consider when assessing a company's prospects; thus, the higher the sales growth, the higher the firm's value.

This finding aligns with Signaling Theory, which explains that sales growth serves as a positive signal regarding a company's ability to increase market demand, maintain competitiveness, and create future growth opportunities. Conversely, a

decline in sales growth can be perceived as a negative signal that affects investors' assessment of the company.

The results of this study are also relevant to the conditions of the Food & Beverage industry during the research period, which was marked by boycotts targeting several companies. Under these conditions, companies that are able to maintain or increase sales growth continue to send positive signals regarding their business resilience and prospects, making sales growth a key factor for investors when evaluating companies.

These findings are consistent with the research by Arum et al. (2024) and Fajriah et al. (2022), which indicate that sales growth has a positive effect on firm value. According to both studies, sales growth reflects a company's success in improving operational performance, maintaining market demand, and expanding market share, thereby increasing investor confidence, which ultimately contributes to an increase in firm value

2) The Effect of Profit Growth on Firm Value

Based on the results of the t-test, the profit growth variable does not have a significant effect on firm value among Food & Beverage companies listed on the Indonesia Stock Exchange for the 2022–2024 period. Thus, the second hypothesis (H2) is rejected. These results indicate that changes in profit growth have not yet become a factor influencing investors' assessment of firm value.

These findings suggest that Signaling Theory is not fully supported with regard to the profit growth variable. Theoretically, profit growth is a positive signal reflecting a company's ability to generate profits. However, the results of this study indicate that investors consider not only the magnitude of profit growth but also the quality and sustainability of profits. Therefore, profit growth influenced by certain factors may not necessarily be viewed positively by investors.

In addition, during the study period, the Food & Beverage industry also faced market dynamics, including boycotts of certain products and companies. These conditions can affect a company's performance through changes in sales, operating costs, and business strategies. Consequently, changes in profit do not always reflect a company's fundamentals and therefore cannot serve as a strong indicator of corporate value.

The results of this study are consistent with the findings of Hilaliyah & Herawaty (2024) serta Ruldawati et al. (2025), who state that profit growth does not affect a company's value. Both studies explain that investors tend to consider profit quality, company prospects, and other fundamental factors rather than focusing solely on profit growth over a single period.

3) The Simultaneous Effect of Sales Growth and Profit Growth on Corporate Value

Based on the results of the simultaneous test (F-test), the variables of sales growth and profit growth collectively have a significant effect on firm value among Food & Beverage companies listed on the Indonesia Stock Exchange for the 2022–

2024 period. Thus, the third hypothesis (H3) is accepted. These results indicate that sales growth and profit growth are simultaneously considered by investors when assessing firm value.

This finding aligns with Signaling Theory, which explains that financial performance information published by companies serves as a signal for investors in assessing a company's condition and prospects. In this study, sales growth and profit growth reflect a company's ability to increase sales and generate profits. Although profit growth does not have a partial effect, the results indicate that this information remains relevant when evaluated alongside sales growth. During the study period, the Food & Beverage industry also faced market dynamics, including boycotts targeting several companies. These conditions prompted investors to evaluate various financial performance indicators simultaneously to gain a more comprehensive picture of the companies' prospects.

These findings are supported by Veronica & Budiyanto (2021), who found that sales growth, profit growth, and liquidity simultaneously influence firm value. These findings suggest that investors do not consider just one financial indicator, but rather evaluate various pieces of financial performance information collectively when assessing a company's prospects.

4) The Role of Firm Size in Moderating the Relationship between Sales Growth and Corporate Value

Based on the results of the Moderated Regression Analysis (MRA), firm size does not moderate the effect of sales growth on firm value among Food & Beverage companies listed on the Indonesia Stock Exchange during the 2022–2024 period. Thus, the fourth hypothesis (H4) is rejected. These results indicate that firm size, whether large or small neither strengthens nor weakens the effect of sales growth on firm value.

This finding suggests that Signaling Theory is not fully supported regarding the moderating role of firm size. Although larger firms possess more resources, investors still place greater emphasis on a firm's ability to increase sales rather than the size of its assets. Furthermore, during the study period, both large and small companies faced the same challenges due to changes in market conditions and consumer behavior, including shifts in preferences for certain products resulting from boycott phenomena. Therefore, firm size does not strengthen or weaken the effect of sales growth on firm value.

The results of this study are consistent with the research by Komala & Annisa (2025) and Naim & Takarini (2026), which found that firm size does not moderate the effect of sales growth on firm value. Both studies explain that the size of a firm's assets does not always amplify the effect of sales growth on firm value because investors place greater emphasis on the firm's effectiveness in managing sales and its business prospects than on firm size

5) The Role of Firm Size in Moderating the Relationship between Profit Growth and Corporate Value

Based on the results of the Moderated Regression Analysis (MRA), firm size does not moderate the effect of profit growth on firm value among Food & Beverage companies listed on the Indonesia Stock Exchange during the 2022–2024 period. Thus, the fifth hypothesis (H5) is rejected. These results indicate that firm size, whether large or small neither strengthens nor weakens the effect of profit growth on firm value.

This finding suggests that firm size does not play a role in strengthening the relationship between profit growth and firm value, as described in Signaling Theory. Although, in theory, firms with larger assets are expected to amplify the signals derived from profit growth, the research results indicate that investors do not consider firm size to be a factor that strengthens this relationship. Furthermore, the boycott phenomenon during the study period contributed to market dynamics that affected firm performance; thus, changes in profits were influenced not only by a firm's ability to generate profits but also by prevailing market conditions. Consequently, firm size has not been able to strengthen the effect of profit growth on firm value.

The results of this study are consistent with the research by Candra et al. (2024), which states that firm size does not moderate the effect of profit growth on firm value. These findings indicate that the size of a firm's assets does not automatically make information regarding profit growth more meaningful to investors in assessing firm value

CONCLUSION

Based on the results of the data analysis regarding the impact of sales growth and profit growth on firm value, with firm size as a moderating variable, for Food & Beverage companies listed on the Indonesia Stock Exchange (IDX) for the 2022–2024 period, several key findings can be concluded. First, sales growth has a positive and significant effect on firm value, as evidenced by a regression coefficient of 0.200883 and a p-value of 0.0000, which is less than 0.05. Profit growth has a negative but insignificant effect on firm value, as evidenced by a regression coefficient of −0.005077 and a p-value of 0.5008, which is greater than 0.05. On the other hand, sales growth and profit growth simultaneously have a significant impact on firm value with an F-statistic probability value of 0.000001 (less than 0.05), where the combination of these two variables can explain 33.47% of the variance in firm value, as indicated by an adjusted R-squared value of 0.334708. This highlights the limitations of the research model that has been tested, suggesting that there are still other models, variables, and proxies that can be explored in the future. Meanwhile, regarding the testing of moderating variables, firm size was found to be unable to moderate the effect of sales growth on firm value because the p-value of the first interaction term (X1Z) was 0.4115, which is greater than 0.05. Similarly, for the second interaction variable (X2Z), firm size was also found

to be unable to moderate the effect of profit growth on firm value, as indicated by a p-value of 0.8334, which is well above the significance threshold of 0.05.

In light of these conclusions, a brief recommendation for future researchers is to expand the scope of the study by adding other independent variables, such as leverage and liquidity, or by incorporating governance mechanisms that drive corporate activities. They could also broaden the scope of the study and use different time periods to obtain more comprehensive and diverse research results. Meanwhile, for management at food and beverage companies and investors, it is recommended to focus more on monitoring and maintaining sales growth and overall operational performance, as well as continuing to pay attention to market trends and consumer behavior in order to maintain market confidence and optimize corporate value.

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