# *ABSTRACT*

Carolina Sofiani Eka Putri / 23150089 / 2019 / Analysis of the effect Of Return On Assets (ROA), Loan To Deposit Ratio (LDR), and Capital Adequacy Ratio (CAR) to Corporate Values ​​(PBV) On a Bank Listed on The Indonesia Stock Exchange 2015-2017 Period / Bonnie Mindosa, S.E., MBA.

 The existence of banks has an important role in the development of a country's economy and moves the economy. At present the banking sector in Indonesia is growing very rapidly, and the high level of complexity of banking businesses can affect the financial performance of a bank. In its efforts to remain competitive with competitors in the banking world, transparency in banking financial performance is needed so that it can be used as a good consideration in making investments.

 This study was conducted to determine the effect of banking financial performance which is proxied by financial ratios such as Return On Assets (ROA), Loan To Deposit Ratio (LDR), and Capital Adequacy Ratio (CAR) to firm value (PBV).

 The sample used was 10 banking companies with the largest assets listed on the Indonesia Stock Exchange by analyzing the annual report for the 2015-2017 period. In examining the relationship between variable profitability (ROA), liquidity (LDR), and solvency (CAR) on the value of the company using multiple regression analysis. Data was tested through stability test: classic assumption test, F test, t test, and test coefficient of determination. Processing data in this study using SPSS.

 The results of the research conducted that simultaneously Return On Assets (ROA), Loan To Deposit Ratio (LDR), and Capital Adequacy Ratio (CAR) have a significant effect on PBV. Partially ROA has a significant positive effect on PBV. Whereas LDR and CAR have no significant negative effect on PBV.

 The suggestion that can be given by writer in this research is for futher research expected to add other independent variables which have influence on Corporate Values ​​(PBV), in order to give more complete information to an investor who want to invest in banking sector company or other sector.

Key words: Banking Financial Performance, Return On Assets (ROA), Loan To Deposit Ratio (LDR), Capital Adequacy Ratio (CAR), Price Book Value (PBV).