

ABSTRACT

EFFECT OF INTEREST (BI RATE), QUALITY OF PRODUCTIVE ASSETS AND NON PERFORMING LOAN TO PROFIT GROWTH (Case Study of PT. Bank Danamon Indonesia, Tbk.)

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The purpose of this research is to find out and analyze the factors that influence the Profit Growth of PT. Bank Danamon Indonesia, Tbk. (BDMN), namely through the Interest Rate (BI Rate), Quality of Productivity Assets and Non-Performing Loans. The research method used is descriptive and correlational methods. The analytical method used is Multiple Linear Regression, Classical Assumption Test, Coefficient of determination and Hypothesis Test. Based on the results of the study note that simultaneous and partial Interest Rate (BI Rate), Quality Of Productivity Assets and Non Performing Loans have a significant effect on the Profit Growth of PT. Bank Danamon Indonesia, Tbk. (BDMN).

Keywords: Interest Rate (BI Rate), Quality of Productivity Assets, Non Performing Loans, Profit Growth.