

***THE INFLUENCE OF RETURN ON ASSET (ROA), LOAN TO DEPOSIT RATIO (LDR), NON PERFORMING LOAN (NPL), AND DEBT TO EQUITY RATIO (DER) ON FIRM VALUE***  
***(Survey on Conventional Banking Companies listed on the Indonesia Stock Exchange in 2015-2019)***

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***ABSTRACT***

*This assessment aims to knowing 1) Return On asset, Loan to Deposit Ratio, Non Performing Loan, Debt to Equity Ratio and Firm Value on Conventional Banking that listed on Indonesia Stock Exchange in 2015-2019.2) The influence of Return On Asset , Loan to Deposit Ratio , and Debt to Equity Ratio in a manner partially on conventional banking .3) The influence Return On Asset, Loan to Deposit Ratio, Non Performing Loan, Debt to Equity Ratio on firm value in a manner simultaneously on Firm Value on Conventional Banking.. The sampling technique in this study uses purposive sampling. This research uses secondary data with the samples are 25 banks. The data analysis technique in this study is panel data regression. The result of data analysis show that : 1) Return On Asset, Non Performing Loan, Debt to Equity Ratio, Firm value has good value, Loan to Deposit ratio has pretty value . 2) Return On asset has positive impact and significant to the firm value, Loan to deposit Ratio has negative and significant to the firm value, Non Performing loan has negative impact but not significant to the firm value, and Debt to Equity Ratio has positive impact but not significant to the firm value. 3) Return On Asset, Loan to Deposit Ratio, Non Performing Loan and Debt to Equity Ratio give any influence to the firm value.*

*Keyword: Return On Asset (ROA), Loan to Deposit Ratio (LDR), Non Performing Loan (NPL), Debt to Equity Ratio (DER), Firm Value.*

**PENGARUH *RETURN ON ASSET (ROA)*, *LOAN TO DEPOSIT RATIO (LDR)*, *NON PERFORMING LOAN (NPL)* DAN *DEBT TO EQUITY RATIO (DER)* TERHADAP NILAI PERUSAHAAN  
(Survei pada perusahaan Perbankan Konvensional yang terdaftar di Bursa Efek Indonesia Tahun 2015-2019)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui 1) *Return On Asset, Loan to Deposit Ratio, Non Performing Loan, Debt to Equity Ratio* dan Nilai perusahaan pada perusahaan Perbankan. 2) Pengaruh *Return On Asset, Loan to Deposit Ratio, Non Performing Loan*, dan *Debt to Equity ratio* terhadap Nilai Perusahaan secara parsial pada perusahaan Perbankan. 3) Pengaruh *Return on Asset, Loan to Deposit Ratio, Non Performing Loan*, dan *Debt to Equity Ratio* terhadap Nilai perusahaan secara simultan pada perusahaan Perbankan. Teknik sampling dalam studi ini menggunakan *purposive sampling*. Penelitian ini menggunakan data sekunder dengan sampel penelitian adalah sebanyak 25 perbankan. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi data panel. Hasil analisis data menunjukkan 1) *Return on Asset, Non Performing loan, Debt to Equity Ratio* dan PBV memiliki nilai yang baik. *Loan to Deposit Ratio* memiliki nilai yang cukup baik. 2) *Return on asset* berpengaruh positif dan signifikan terhadap Nilai Perusahaan, *Loan to Deposit Ratio* berpengaruh negatif signifikan terhadap Nilai Perusahaan, *Non Performing Loan* berpengaruh negatif tidak signifikan terhadap Nilai Perusahaan, dan *Debt to Equity ratio* berpengaruh positif tidak signifikan terhadap nilai perusahaan. 3) *Return on Asset, Loan to Deposit Ratio, Non Performing Loan*, dan *Debt to Equity Ratio* berpengaruh terhadap Nilai Perusahaan.

**Kata Kunci:** *Return on Asset (ROA), Loan to Depsoit Ratio (LDR), Non Performing Loan (NPL), Debt to Equity Ratio (DER), Nilai Perusahaan.*