

ABSTRACT

This research aims to know the effect of level return on asses, price earning ratio and debt to equity ratio to price to book value on a banking company on indonesian stock exchange periode 2011-2015. In this research the level of profitability with return on assets (ROA), investation decisions wih price earning ratio (PER) and funding decisions with debt to equity ratio (DER). The sample taken are as many as 60 data. The technique used fo sampling is purpose sampling. The data analysis technique is regresion analysis panel data with random effect modelthe result showed that return on assets (ROA) have not effect towards company value. Price earning ratio (PER) partially have positive significant influence towards company value. And debt to equity ratio (DER) partially have negative significant influence towards the dependant variable, which is company value.

Keywords : Price to Book Value (PBV), Return on Assets (ROA), Price Earning Ratio (PER) and Debt to Equity Ratio (DER).



ABSTRAK

Penelitian ini bertujuan untuk mengetahui *return on assets*, *price to book value* dan *debt to equity ratio* terhadap *price to book value* pada perusahaan perbankan Indonesia yang terdaftar di Bursa Efek Indonesia tahun 2011-2015. Dalam penelitian ini tingkat profitabilitas menggunakan *return on assets* (ROA), keputusan investasi menggunakan *price earning ratio* (PER) dan keputusan pendanaan menggunakan *debt to equity ratio* (DER). Sampel yang digunakan sebanyak 12 perusahaan. Teknik yang digunakan untuk pengambilan sampel yaitu *purposive sampling*. Metode analisis dalam penelitian ini adalah analisis regresi data panel dengan model *random effect*. Hasil penelitian ini menunjukkan bahwa *return on assets* (ROA) secara partial tidak berpengaruh terhadap nilai perusahaan, *price earning ratio* (PER) secara partial berpengaruh positif dan signifikan terhadap nilai perusahaan dan *debt to equity ratio* (DER) secara partial berpengaruh negatif dan signifikan terhadap nilai perusahaan.

Keywords : *Price to Book Value (PBV)*, *Return on Assets (ROA)*, *Price Earning Ratio (PER)* and *Debt to Equity Ratio (DER)*.

