

## **ABSTRACT**

*The objective of this study was to analyze the influence of ROA (Return on Asset), ROE (Return on Equity), NIM (Net Interest Margin), LDR (Loan to Deposit Ratio), BOPO (Operating Costs and Operating Income), CSR (Corporate Social Responsibility) toward Price Earning Ratio (PER) of commercial banks listed in the Indonesia Stock Exchange (IDX). The population of this research was companies registered in Indonesia Stock Exchange (IDX) using rupiah currency, period 2014-2018. Purposive sampling technique was conducted, thus 43 companies as sample were recruited. The analysis was carried out using multiple linier regression. The result showed NIM and BOPO have positive correlation toward PER, whereas ROA, ROE, LDR and CSR appeared to have no correlation toward PER on commercial banks registered in IDX.*

*Keywords: NIM, BOPO, ROA, ROE, LDR, CSR, PER*

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh ROA (*Return on Asset*), ROE (*Return on Equity*), NIM (*Net Interest Margin*), LDR (*Loan to Deposit Ratio*), BOPO (*Biaya Operasional dan Pendapatan Operasional*), CSR (*Corporate Social Responsibility*) terhadap *Price Earning Ratio* (PER) pada bank umum yang terdaftar di Bursa Efek Indonesia (BEI). Populasi dalam penelitian ini adalah perusahaan yang terdaftar di Bursa Efek Indonesia (BEI) yang menggunakan mata uang rupiah, pada periode tahun 2014-2018. Pengambilan sampel menggunakan teknik *purposive sampling*, dan didapatkan jumlah sampel sebesar 43 unit perusahaan. Teknik analisis menggunakan regresi linier berganda. Hasil pengujian membuktikan bahwa NIM, dan BOPO berpengaruh positif terhadap PER, sedangkan ROA, ROE, LDR, dan CSR tidak berpengaruh terhadap PER pada bank umum yang terdaftar di BEI.

Kata Kunci : NIM, BOPO, ROA, ROE, LDR, CSR, PER