

ANALISA FAKTOR INTERNAL DAN EKSTERNAL YANG MEMPENGARUHI PROFITABILITAS BANK YANG TERDAFTAR DI BURSA EFEK INDONESIA PADA KURUN WAKTU 2011-2015

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This research aims to analyze internal and external factors (as independent variables) that influence Banks Profitability (as dependent variables) listed in Indonesian Stock Exchange during the period 2011-2015. Internal factors is measured by Interest Expense, Administration Revenue, Credit Impairment, Promotion Expense and Tax Expense External factors is measured by inflation and Exchange Rate. Dependent variables is measured by Earning after Taxes (EAT), Return on Asset (ROA), Return on (ROE).

3 (Three) Models of Multiple Regression Analysis used to determine relationship among dependent and independent variables.

The research made conclusion that interest Expense, Administration Revenue, Promotion Expense, Tax Expense and Inflation rate have positive relationship with Earning after Taxes (EAT). The same positive relationship occur between independent variables of Interest. Expense, Administration Revenue, Credit Impairment, Tax Expense with dependent variables of Return on Asset (ROA). Additionally, Interest Expense and Tax Expense have positive relationship with Return on Equity (ROE)

Keywords: Interest Expense, Administration Revenue, Credit Impairment, Promotion Expense, Tax Expense, Inflation rate, Exchange Rate, Earning after Taxes (EAT), Return on Asset (ROA), Return on Equity (ROE).