PENGARUH *RETURN ON ASSET, RETURN ON EQUITY, DEBT TO EQUITY RATIO,* DAN *NET PROFIT MARGIN* TERHADAP *PRICE TO BOOK VALUE* PADA PERUSAHAAN PERBANKAN YANG TERDAFTAR DI BEI PERIODE 2020-2024

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), dan *Net Profit Margin* (NPM) terhadap *Price to Book Value* (PBV) pada perusahaan perbankan yang terdaftar di Bursa Efek Indonesia periode 2020–2024. *Price to Book Value* (PBV) digunakan sebagai indikator nilai perusahaan yang mencerminkan persepsi investor terhadap kinerja dan prospek perusahaan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda. Populasi dalam penelitian ini adalah seluruh perusahaan perbankan yang terdaftar di Bursa Efek Indonesia periode 2020–2024. Teknik pengambilan sampel menggunakan *purposive sampling* sehingga diperoleh 29 perusahaan dengan total 145 data observasi. Data yang digunakan merupakan data sekunder yang diperoleh dari laporan keuangan tahunan perusahaan yang diakses melalui situs resmi Bursa Efek Indonesia. Hasil penelitian menunjukkan bahwa secara parsial *Return On Asset* (ROA) tidak berpengaruh positif terhadap *Price to Book Value* (PBV), *Return On Equity* (ROE) berpengaruh positif signifikan terhadap *Price to Book Value* (PBV), *Debt to Equity Ratio* (DER) berpengaruh negatif signifikan terhadap *Price to Book Value* (PBV), dan *Net Profit Margin* (NPM) berpengaruh negatif signifikan terhadap *Price to Book Value* (PBV). Secara simultan, *Return On Asset* (ROA), *Return On Equity* (ROE), *Debt to Equity Ratio* (DER), dan *Net Profit Margin* (NPM) berpengaruh signifikan terhadap *Price to Book Value* (PBV). Hasil penelitian ini menunjukkan bahwa rasio keuangan dapat menjadi pertimbangan investor dalam menilai nilai perusahaan pada sektor perbankan.

Kata Kunci: *Return On Asset, Return On Equity, Debt to Equity Ratio, Net Profit Margin, Price to Book Value.*

THE EFFECT OF RETURN ON ASSET, RETURN ON EQUITY, DEBT TO EQUITY RATIO, AND NET PROFIT MARGIN ON PRICE TO BOOK VALUE IN BANKING COMPANIES LISTED ON THE IDX IN THE 2020-2024 PERIOD

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ABSTRACT

This study aims to examine and analyze the effect of Return on Assets (ROA), Return on Equity (ROE), Debt to Equity Ratio (DER), and Net Profit Margin (NPM) on Price to Book Value (PBV) in banking companies listed on the Indonesia Stock Exchange for the 2020–2024 period. Price to Book Value (PBV) is used as an indicator of company value that reflects investors' perceptions of the company's performance and prospects. This study uses a quantitative approach with multiple linear regression analysis methods. The population in this study is all banking companies listed on the Indonesia Stock Exchange for the 2020–2024 period. The sampling technique used purposive sampling, resulting in 29 companies with a total of 145 observation data. The data used is secondary data obtained from the company's annual financial reports accessed through the official website of the Indonesia Stock Exchange. The results of the study indicate that partially, Return on Assets (ROA) has no positive effect on Price to Book Value (PBV), Return on Equity (ROE) has a significant positive effect on Price to Book Value (PBV), Debt to Equity Ratio (DER) has a significant negative effect on Price to Book Value (PBV), and Net Profit Margin (NPM) has a significant negative effect on Price to Book Value (PBV). Simultaneously, Return on Assets (ROA), Return on Equity (ROE), Debt to Equity Ratio (DER), and Net Profit Margin (NPM) have a significant effect on Price to Book Value (PBV). The results of this study indicate that financial ratios can be considered by investors in assessing the value of companies in the banking sector.

Keywords: Return on Assets, Return on Equity, Debt to Equity Ratio, Net Profit Margin, Price to Book Value.