ABSTRACK

Rany Pujianti / 21208701. Title: "The Analysis Of Loan To Deposit Ratio Degree Influence To Profitability At Bank Jabar Banten Limited Corporation Branched Soreang Bandung". Guided By Lita Wulantika, SE., M.si

LDR is credit ratio that used to outsider fund towards approve by relevant bank. The LDR grown will be influence to profit with credits creating. Grown LDR indicated there's fund investment from outsider fund towards that very great into credit form. The grown credit will be increase to profit, but when LDR be on to the increase then profit development will be decrease.

Intention of this research writing that is: (1) To know the Loan To Deposit Ratio Degree of development at PT. Bank Jabar Banten Limited Corporation Branched Soreang Bandung. (2) To know the Profitability of development at PT. Bank Jabar Banten Limited Corporation Branched Soreang Bandung . (3) To know the Analysis Of Loan To Deposit Ratio Degree Influence To Profitability At Bank Jabar Banten Limited Corporation Branched Soreang Bandung.

The method that used into this research is descriptive and verificative method. The statistic test that used is simple regression analysis and correlation to knowing how connection between variable X (LDR) and variable Y (profitability), besides to knowing how big variable Y (profitability) influence to variable X (LDR) with determination test (KD), furthermore to hypothesis test, the writer used "t" test is to see significancy degree both variable to analysis and process data the writer used spss 12 for windows. Based on research result show that descriptive analysis to loan to deposit ratio (LDR) is degree disposed but to return on investment show development that accurrence the influence that is not tight and undirection, mean is when the loan to deposit raio (LDR) is degree cause profitability is down and contrary, but the determination coefficient value as big as 14.23%, means contain that loan to deposit ratio (LDR) influence to profitability ta Bank jabar Banten Limited Corporation Branched Soreang bandung as big as 14.23 at most at 85.77 influences by anoher element that is not research inthis research.

Keys Word: Loan To Deposit Ratio Degree and Profitability