ABSTRACT

TOTAL CREDIT AND LIQUIDITY LEVEL INFLUENCE ON PROFITABILITY BANK INDONESIA Tbk

This research was conducted at PT Bank Danamon Indonesia Tbk listed in Indonesia Stock Exchange. The purpose of this study is to correlate the amount of credit, liquidity and profitability and to know how much influence the amount of credit, liquidity level of profitability as measured by Return on Assets (ROA).

The method used in this study is the method of Causal Associative. The sample used in this research is the financial year 2001-2009 reports per year as many as 9 samples. To know the relationship of credit and liquidity levels of profitability (ROA) is used Pearson correlation, to determine the level of influence the amount of credit and liquidity levels of profitability (ROA) using Multiple Linear Regression Analysis, and to know how big contribution of variable used formula coefficients determination. Testing the hypothesis in this study using the statistical F test two parties and two parties statistical t test with α = 0.05. Obtaining the results of the analysisprocessedbyusingSPSS17.0forWindows.

From the correlation results showed that the amount of credit, liquidity and profitability (ROA) has a low relationship with the positive direction. While the results of multiple linear regression analysis showed that the number of credit and liquidity levels no significant effect on profitability (ROA) both simultaneously and partially as indicated by the value of a significance level of more than 5%.

Keywords: Credit, Liquidity and Profitability Levels