THE INFLUENCE OF THIRD PARTY FUNDS AND INTEREST RATE ON PROFITABILITY (ROA)

(Survey of the National Private Bank Listed in Indonesia Stock Exchange Periode 2009-2014)

ABSTRACT

This research was conducted at the National Private Bank listed on the Indonesia Stock Exchange. The purpose of this study is to determine how much influence the prediction and Third Party Funds and Interest on profitability as measured by return on assets (ROA) partially. Third party funds that raise funds by way of purchase of the public at large, while the interest rate is the remuneration provided by the bank based on the principle konversial to customers who purchase, and profitability is a bank's ability to generate profits.

The method used in this research is descriptive method verification with quantitative approach. The sample used in this study is the consolidated annual financial statements for 2009-2014. The test statistic used is the classical assumption test, multiple linear regression analysis, partial correlation coefficient, determination coefficient and hypothesis testing. Obtaining the results of the analysis were processed using SPSS software v21.1.

Results of this study indicate that there is a fairly strong correlation between the third-party funds, interest rate with Profitability (ROA). In addition, third-party funds, interest rate has an influence on profitability (ROA), the magnitude of these effects and the rest influenced by other factors such as, an increase in the operating result of credit interest, income, expenses (costs), the results of the share premiumothers.

Keywords: ***Third party funds, Interest Rate and Profitability (ROA)***