ABSTRACT

Bond rating is a condition that must be taken before investors invest in bond. This is because bond ratings provide informative statements about the probability of a company's debt default. In the process of evaluating bond rating, rating agencies evaluate companies from many aspects, including financial and non-financial factors.

This research aims to find out how to influence company size, company growth and guarantee towards bond rating in manufacturing companies in the consumer goods industry sector rated by PT. Pefindo period 2013 - 2017.

The population in this research are all manufacturing companies in the industrial goods sector rated by PT. Pefindo for the period 2013 - 2017. The sample selection technique used purposive sampling and obtained 8 companies that were included with a period of 5 years so that 40 samples were observed. The analyst technique used in this study is logistic regression analysis using Spss version 20th software.

The results of the study show that company size, company growth and secure have a simultaneous effect on bond rating. Then partially, the size of the company has a significant positive effect on bond rating, secure has a significant negative effect on bond rating and growth has no effect on bond rating.

Based on this research suggested investors to choose companies that are in the investment grade category in order to be able to obtain the desired return and avoid the risk of default.

Keywords*: Bond Ratings, Company Size, Growth and Secure.*