

ABSTRACT

Return on Assets illustrates the extent of the ability of assets owned by the company to be able to generate profits. The higher ROA, the greater the level of profit achieved by the bank and the better the bank's position in terms of use of assets. However, the increase in total assets in the BUMS Foreign Exchange during 2014-2018 actually generated an unstable profit.

This study aims to analyze how the influence of Value Added Capital Employees (VACA), Value Added Human Capital (VAHU), Structural Capital Value Added (STVA) and Loan to Deposit Ratio (LDR) on Return on Assets (ROA) both simultaneously and partially .

The population and data sources in this study focus on the financial sector, which is one of the sectors belonging to the service industry, namely the banking sub-sector of private foreign exchange-owned banks. The population in this study is the financial statements of foreign-owned private commercial banks listed on the Indonesia Stock Exchange during 2014-2018 of 20 companies. The research method used is descriptive statistics and panel data regression analysis.

Based on the results of descriptive statistics ROA and VACA variables tend not to group, while VAHU variable data tend to be in groups. Then, STVA variable data tend not to be grouped and LDR variable data tend to be grouped.

The results showed that the variables VACA, VAHU, STVA, and LDR simultaneously had a significant effect on ROA with a probability value of 0.007863. The VACA variable partially has a positive effect on ROA with a probability value of 0.0040, while the VAHU, STVA and LDR variables have no significant effect on ROA of Foreign Exchange Private Banks in 2014-2018.

Keywords: *Loan to Deposit Ratio, Return on Assets, Structural Capital Value Added, Value Added Capital Employee and Value Added Human Capital.*