

ABSTRACT

Financial performance is an important indicator for holders and stakeholders to assess and make decisions for a company, one of which can be seen from the level of Return On Assets (ROA). The higher the ROA of a company, the better the company's performance in generating profits from its assets. The ROA condition of banking since 2016-2019 has increased which then fell in 2020.

This study aims to determine how the influence of Intellectual Capital and Corporate Social Responsibility (CSR) on conventional banking ROA either partially or simultaneously. The Intellectual Capital Value Added variable consists of three components, namely Value Added Human Capital (VAHU), Value Added Capital Employed (STVA), and Value Added Capital Employed (VACA). The population of this study is the conventional banking companies listed on the Indonesia Stock Exchange for the 2016-2020 period as many as 41 companies. The number of samples taken was 25 conventional banks which were selected through purposive sampling method. The research method used is panel data regression analysis which is processed using E-Views 10.

The results showed that Intellectual Capital and Corporate Social Responsibility simultaneously had a positive effect on conventional banking ROA. Partially VAHU and VACA have a significant effect on ROA with a probability value of <0.05 , while STVA and CSR have no significant effect on ROA in conventional banking because the probability value is > 0.05 .

Keywords: Value Added Human Capital, Structural Capital Value Added, Value Added Capital Employed, Corporate Social Responsibility, Kinerja Keuangan, dan Return On Asset