# ABSTRACT

*Banks tend to have high risks because they involve public funds, so banks must be able to maintain efficient financial performance by involving internal and external factors to achieve good corporate value as a company goal. So the existence of inventors is very necessary, but in recent years the bank has been in a state of fluctuation, which makes investors doubtful. This study aims to analyze the firm value, the level of bank health, and analyze the effect of bank health levels and exchange rates partially and simultaneously on the value of companies in conventional banks listed on the IDX in 2017-2021. This study used a descriptive quantitative method with panel data regression analysis using Eviews 12 software. The study sample amounted to 35 conventional banks using purposive sampling techniques. The suitable panel data model in this study is the Fixed Effect Model. The results of this study showed that the Exchange Rate and significantly negatively effect the company's value. NIM has a significant positive effect on the value of the company. And CAR has an insignificant positive effect on the firm value. As well as the health of the bank and the exchange rate simultaneously affect the firm value.*

*Keywords: Firm Value, Non Performing Loan, Net Interest Margin, Capital Adequacy Ratio, Exchange Rate.*