

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh tingkat kesehatan bank terhadap respon investor. Jenis penelitian ini adalah penelitian kuantitatif. Pengambilan sampel dilakukan dengan menggunakan metode *purposive sampling* dengan sampel yang digunakan sebanyak 43 perusahaan perbankan yang terdaftar di Bursa Efek Indonesia dengan periode pengamatan selama tahun 2013 – 2017. Teknik analisis data menggunakan analisis regresi linier berganda. Berdasarkan hasil penelitian menunjukkan bahwa: (a) *Non Performing Loan* tidak berpengaruh terhadap respon investor, hal ini berarti para investor tidak memperhatikan aspek *Non Performing Loan* karena tidak menyebabkan laba menurun, (b) *Good Corporate Governance* tidak berpengaruh terhadap respon investor, hal ini berarti *Good Corporate Governance* tidak dapat meyakinkan investor akan tingkat pengembalian yang diharapkan, (c) *Return On Assets* berpengaruh positif terhadap respon investor, hal ini berarti informasi *Return On Assets* yang tinggi dapat memberikan keuntungan yang besar bagi para investor, (d) *Net Interest Margin* tidak berpengaruh terhadap respon investor, hal ini berarti tidak efisiennya perusahaan dalam mengeluarkan biaya sehingga membuat investor tidak memperoleh *return* yang diharapkan, dan (e) *Capital Adequacy Ratio* tidak berpengaruh terhadap respon investor, hal ini berarti tingginya *Capital Adequacy Ratio* yang dicapai bank tidak dapat mempengaruhi besarnya return saham.

Kata kunci : *Non Performing Loan, Good Corporate Governance, Return On Assets, Net Interest Margin, Capital Adequacy Ratio, Return Saham*

ABSTRACT

This research aimed to examine the effect of banking health measurement on the investors response. The research was quantitative. While, the population was some banking companies which were listed on Indonesia Stock Exchange 2013-2017. Moreover, the sampling collection technique used purposive sampling, in which there were 43 banking companies as sample. In addition, the data analysis technique used multiple linear regression. In line with the research result, it concluded as follows: (a) Non-Performing Loan did not affect on the investors response. It meant, this aspect was not considered since it did not influence the profit decline, (b) Good Corporate Governance did not assure the investors of the expected return. In other words, Good Corporate Governance could not guarantee the inverstors with the expected return, (c) Return On Asset had positive effect on the investors response. It meant, the higher the Return On Asset, the higher profit the investors would get, (d) Net Interest Margin did not affect on the investors response. In other words, as the company was not afficient of spending, the investors would not have the expected return, and (d) Capital Adequency Ratio did not affect on the investors response. It meant, the increase of Capital Adequency Ratio, which was acquired by the bank, could not influence the amount of shares return.

Keywords: Non Performing Loan, Good Corporate Governance, Return On Asset, Net Interest Margin, Capital Adequency Ratio, Share Return