

## **ABSTRACT**

*This study aims to analyze the factors that effects firm's value with profitability as the intervening variable on Go Public commercial bank listed on the Indonesian Stock Exchange (IDX) in the 2012-2016 period. Price Book Value (PBV) is the dependent variable in this study. There are four independent variables used, they are Based Lending Rate (BLR), Non-Performing Loan (NPL), Loan to Deposit Ratio (LDR), Operational Expense to Operational Income (BOPO), and Return on Asset (ROA) as the intervening variable.*

*The populatioon used in this study consisted of go public commercial banks listed on IDX in the 2012-2016 period, bringing the total population is consist of 31 companies. The sampling in this study using purposive sampling, so that the total samples are 19 companies. The data analysis methods which are used is the classical assumption test, path analysis which are the development of linear regression analysis and used the Sobel Test to analyze the mediation effect of the intervening variable.*

*The result of this study shows that BLR has insignificant positive effect to ROA, NPL has insignificant negative effect to ROA, LDR has insignificant negative effect to ROA, BOPO has significant negative effect to ROA, BLR has significant positive effect to PBV, NPL has insignificant negative effect to PBV, LDR has significant negative effect to PBV, BOPO has insignificant negative effect to PBV, and ROA has significant positive effect to PBV. ROA can't mediate the effect of BLR, NPL, LDR, and BOPO to PBV.*

*Keyword: Based Lending Rate (BLR), Non-Performing Loan (NPL), Loan to Deposit Ratio (LDR), Operational Expense to Operational Income (BOPO), Return on Asset (ROA), Price Book Value (PBV).*