ABSTRACT

The purpose of this research is to analyze the factors capable to influence a firm's bond rating. The dependent variable used in this research is Bond rating. The independent variable used in this research are change in firm's debt, liquidity, profitability, productivity, firm size, firm growth and bond's maturity

The data population used in this research are bonds owned by non financial firm, rated by PT PEFINDO and listed on The Indonesia Stock exchange's Website in the year 2013-2015. Sample is selected using the purposive sampling method. This research's data is secondary data. This research analyze the data with Multiple regression analysis using the IBM SPSS statistic 24

The result of regression analysis shows that change in debt and bond's maturity does not have any significant influence on firm's bond rating. Liquidity and firm's growth have a negative significant influence on firm's bond rating, while profitability, productivity, firm size does have a positive significant influence on firm's bond rating

Keywords : Bond Rating, Change in debt, liquidity, profitability, productivity, firm size, firm growth, maturity