

ABSTRACT

This study aims to investigate the effect of Value added Capital Employe (VACA), Value added Human Capital (VAHU), Structural capital Value added (STVA), Return on Equity (ROE) to Market to book value (MBV). The study also examined the effect of Value added Intellectual Capital (VAIC) to Market to book value (MBV) through Return on Equity (ROE). Population in this study is all Banking listed on the Stock Exchange 2011-2014. By using purposive sampling, the writer got 28 firms to be the sample and then tested and analysis technique is regression analysis with classic assumption and Sobel test.

The results showed that firm Value added Human Capital (VAHU) in this study did not prove that have effect to Return on Equity (ROE). The Value added Capital Employe (VACA) and Structural capital Value added (STVA) has significantly positive effect to Return on Equity (ROE). The results also showed that Structural capital Value added (STVA) and Value added Intellectual Capital (VAIC) have a positive and significant effect to Market to book value (MBV). Return on Equity (ROE) is a variable that mediates the effect of Value added Capital Employe (VACA), Value added Human Capital (VAHU) and Structural capital Value added (STVA) to Market to book value (MBV). Value added Capital Employe (VACA) has significantly positive effect to Market to book value (MBV) with mediates effect of Return on Equity (ROE) and Value added Human Capital (VAHU), Structural capital Value added (STVA) not significantly to Market to book value (MBV) with mediates effect of Return on Equity (ROE).