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Research.

THE EFFECT OF ROA, ROE AND ROI ON COMPANY VALUE

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Abstract. The purpose of th is study was to study financial performance using the ratio of Return On Asset (ROA), Return On Equity (ROE), and Return On Investment (ROI) with the value of a company's Price Book Value (PBV) in the banking sector listed on the Indonesia Stock Exchange (IDX) for the period 2016-2019. The met hod used in this study is a quantitative descriptive method. The data used in this study is secondary data obtained from the company's financial performance statements. The technique used in this study is the purposive sampling technique. While the data analysis used in this study is multiple linear regression, coefficients, and determination using calculation tools using SPSS. The results of this study refer to the analysis of financial performance with profitability ratios, namely Return On Assets (ROA), Return On Equity (ROE), Return On Investment (ROI) impacting the company's value of Price Book Value (PBV).

Keywords : ROA, ROE, ROI, PBV

INTRODUCTION

At this time, especially in Indonesia, many people who strongly believe in banking services to store and manage their resources, with financial performance banking services in a company will be more helpful. In order to maintain business continuity or business in a company, financial managers in a company can entrust banks to be able to help in financial solutions. One of the company's goals is how to manage a financial performance in banking, there are two objectives as the foundation or foundation of the company is established, namely long-term goals and short-term goals (Khasmir, 2017). Increasing profits is a short-term goal and optimizing the value of the company is a long-term goal. Basically, the owners of the company want optimal profit because it is very good for the company in the future (Banjarnahor, 2020).

Fr om the ab ove unde rstanding it can be c oncluded th at the perfor mance of the bank or the bank's activities is always related to finance, namely collecting funds from the community and channeling back to the commu nity both in credit and in other fo rms. Thus, banks must provide maximum service to the community and also maintain the trust of th e comm unity, one of which is by ensuring the level of liquidity and operating effectively and efficiently to achieve high profitability. Profitability is a measurement of the company's ability to achieve prof its wit h the to tal am ount of as sets available in the co mpany (Dwi, 2013). The reason the author uses profitability ratios, namely Retrun On asset (ROA), Return On Equity (ROE), and Return On Investment (ROI) to measure the financial perfor mance and value of the company as measured from Price to Book Value (PBV) because prospective investors who will invest in a company, usually look at the data recorded in financial performance in a company so that the value of the company can be reflected properly and will affect the company's stock market price (Rachmania, 2016).

Basically, every company has the main goal, which is to get maximum profit. Several companies have contributed to significant economic development, especially in Indonesia (Atush, 2017). One such type of company is a banking company. Because it has had a good impact in economic development in the country, an important role is also given by companies that develop in Indonesia, especially banking subsectors. It can be known from companies in Indonesia is a banking company has various important contributions in optimizing economic development in Indonesia. Here is the state of banking subsector companies listed on the Indonesia Stock Exchange in 2016-2019.

Table 1. Value of Banking Companies in 2016-2019

No	Name of Bank	*PBV (Price Book Value)*			
		20 16	**20 17**	**2 018**	**2019**
1	AG RO	0,79	4,09	2,98	1,49
2	AG RS	0,81	0,79	2,11	2,19
3	B ank MN C Inter nasional	0,78	0,75	0,60	0,79
4	Bank Capital Indonesia	1,25	1,10	1,10	1,44
5	Bank Central Asia	3,66	3,49	4,11	4,46
6	Bank Harda Internasional	1,16	0,64	1,03	1,62
7	Bank Bukopin	0,84	0,63	0,54	0,36
8	Bank Mestika Dharma	2,82	2,25	1,87	1,88
9	Bank Negara Indonesia	1,19	1,19	1,83	1,58
10	Bank Rakyat Indonesia	2,49	2,04	2,68	2,57

(Source: www.idx.co.id)

From the data above, it is known that the value of banking subsector companies that use Price Book Value measurements is variable and some have decreased from 2016-2019. Bank Agro's corporate value ratio in 2016 was 0.82, there was an increase in 2017 to 4.10 but there was a decrease in 2018 to 3.02 and decreased again in 2019 to 1.51. Bank AGRS company value ratio in 2016 was 0.79 and rose in 2017 by 0.83 and rose also in 2018 to 2.08 and rose again in 2019 to 2.25. The company value ratio of MNC International Bank in 2016 was 0.78 and there was a decrease in 2017 to 0.75 and another decrease in 2018 to 0.60 and an increase in 2019 to 0.79.

Bank capital indonesia's corporate value ratio in 2016 was 1.25 and there was a decrease in 2017 to 1.10 and there was a balance in 2018 to 1.10 and there was an increase in 2019 to 1.44. Bank central Asia's corporate value ratio in 2016 was 3.66 and there was a decrease in 2017 to 3.49 and in 2018 there was an increase of 4.11 and there was quite high growth in 2019 to 4.46. The company value ratio of Bank Harda International in 2016 was 1.16 and there was a decrease in 2017 to 0.64 and there was also an increase in 2018 to 1.03 and there was quite high growth in 2019 to 1.62.

Bank Bukopin's corporate value ratio in 2016 was 0.84 and decreased in 2017 to 0.63 and there was another decrease in 2018 to 0.54 and decreased again in 2019 to 0.36. Bank Mestika Dharma's corporate value ratio in 2016 was 2.82 and there was a decrease in 2017 to 2.25 and there was another decrease in 2018 to 1.87 and rose in 2019 to 1.88. Bank Negara Indonesia's corporate value ratio in 2016 was 1.19 and there was a balance in 2017 to 1.19 and there was quite high growth in 2018 of 1.83 and there was a decrease in 2019 to 1.58. Bank Rakyat Indonesia's corporate value ratio in 2016

was 2.49, a decrease in 2017 to 2.04 and an increase in 2018 to 2.68 and a decrease in 2019 to 2.57.

Table 2. *Earning Per Share* of Banking Companies in 2016-2019

No	Name of Bank	*EPS (Earning Per Share)*			
		2016	2017	2018	2019
1	AGRO	7,01	6,72	7,84	9,3
2	AGRS	0,75	64,48	-1,58	-1,76
3	Bank MNC Internasional	0,43	45,42	-33,29	4,74
4	Bank Capital Indonesia	14,18	13,28	12,24	14,04
5	Bank Central Asia	730,83	835,76	945,45	750,68
6	Bank Harda Internasional	0	1,94	2,58	-4,87
7	Bank Bukopin	105,7	119,58	14,89	28,04
8	Bank Mestika Dharma	58,87	43,83	64,49	51,78
9	Bank Negara Indonesia	486,18	608,02	730,16	805,16
10	Bank Rakyat Indonesia	1,029,53	1,061.88	235,08	120,69

(Source : www.idx.co.id)

From the data above, it is known that Earnings Per Share experienced fluctuations in 2016-2019. Research on profitability on the value of the company has been conducted by susilo and meythi (2011) which is reflected through its share price in banking compan ies l isted on the Indon esia stock excha nge in 2016-2 019.

The results of the study found simultaneously and partially significant influence on the value of the company to generate profits. Bas ed on the ba ckground and formulation of the abo ve probl ems, this s tudy was conducted to answer the following research questions:

1. Does Retrun On asset (ROA) affect the Value of the Company?
2. Does Return on Equity (ROE) aff ect the value of t he com pany?
3. Do es Return on Inv estment (ROI) a ffect the Co mpany's Value?

LITERATURE REVIEW

Signal Theory

Signal or signal is an action taken by the company's management where manage ment knows more complete and accurate information about the company's internals and future prospects than investors (Hartono, 2013). Signalling theory is rooted in pragmatic accounting theory. According to Atmaja (2018), pragmatic accounting theory focuses its attention on the influence of information on changes in the behavior of report users. One of the information that can be used as a signal is an announcement made by an issuer. This announcement can l ater affect the ups and downs in the price of securities of the issuer company that made the announcement. If the management signal indicates good news, it can increase the stock price.

Conversely, if management signals indicate bad news can result in a decline in the company's stock price. Therefore, managers are obliged to give signals about the condition of the company to stakeholders. The signals prov ided can be made through the disclosure of accounting information such as the pub lication of fina ncial stateme nts. Ma nagers pu blish finan cial state ments to pr ovide information to the market. Investors can make mistakes in economic decision making, if the information submitted by the com pany's manag ement do es not match the company's actual conditions. So that asymmetric information occurs where the manager is superior in controlling information than other parties (stakeholders). In order to minimize the occurrence of information asymmetry based on signaling theory, the management must create an internal control structure that is able to maintain the company's property and ensure the preparation of reliable financial statements (Cashmere, 2015).

Financial Performance

According to (Sutrisno, 2011) is part of the bank's overall performance which is the achievement of a company in every operational process. Bank financial analysis contains several objectives including:

1. Knowing the success of financial management in liquidity conditions, profitability, and capital adequacy achieved in the current year or the year that has passed or the previous year.
2. Knowing the bank's ability to move all assets owned to obtain profits efficiently

Return On Asset (ROA)

Return on Asset (ROA) is a ratio used to measure a company's ability to gen erate profits derived from investment activities. Or in other words, ROA is an indicator of a business unit to obtain a return on a number of assets owned by the business unit. This ratio is used to measure management's ability to earn overall profits. The larger the RO A, the greater the level of profit achieved by the company and the better the position of the company in terms of asset use (Brigham and Houston, 2016).

ROA can help companies that have carried out good accounting practices to be able to measure the efficiency of the use of capital that is sensitive to everything that affects the financial state of the company so that it can be known the company's position towards the industry. This is one of the steps in strategic planning. Profit is the main goal that is to be achieved in a business, including for banking businesses. The reason for achieving banking profits can be adequacy in fulfilling obligations to shareholders, assessing the performance of the leadership, and increasing the attractiveness of investors to invest their capital. High profits make the bank gain the trust of the public which allows the bank to raise more capital so that the bank gets the opportunity to lend more broadly (Horne and Wachowicz, 2013).

Return On Equity (ROE)

Optimal business results achieved by using the company's capital invested in assets to make a profit. The income available to the owner of a company's invested capital is meas ured by return on equi ty (ROE). Th e ra tio aims to find out and measure how much the return on capital itself from the shares invested by the company through the income or profit generated by the company. Return on equity measures a company's ability to earn profits available to shareholders (Duniarto, 2015).

ROE is a very common profibility measuring tool used to measure a company's performance. Companies that have high ROE values are considered to have better performance. According to Damayanti (2016), ROE is used to measure the rate of return (yield reward r ate) of eq uity. Secu rities analysts and stock collectors generally pay close atte ntion to th is ratio, the h igher the ROE produced by the c ompany, the hig her the stock price. In line with that according to Chatelia (2016), RO E is use d to mea sure the amount of retu rn on the investment of stock collectors. The figures show how well the investment management of shareholders. ROE is measured in percent units. Tingakt

ROE has a positive relationship with the stock price so that the larger the R OE the larger the market pric e, bec ause the size of the R OE gives an in dication tha t th e reversal that investors will receive wi ll be high so that investors will be interested in buyin g the stock, and this causes the stock market price to tend to rise.

Return On Invesment (ROI)

Return on Investment shows the company's abili ty to generate profits from the assets used. By knowing this ratio, it will be known whether the company is efficient in utilizing its assets in the company's operational activities. This ratio also provides a better measure of a company's profitability because it shows the effectiveness of management in using assets to earn revenue (Kristini, 2014).

Return on Investment (ROI) analysis in financial analysis has a very important meaning as one of the techniques of financial analysis that is comprehensive. Return on Investment (ROI) it self is one fo rm of profita bility ratio that is inten ded to be ab le to mea sure the abi lity of the com pany wit h the ov erall fu nds inve sted in ass ets used fo r the com pany's operations to gene rate pr ofits. Thus Return On Investment (ROI) connects the profits earned from the company's operations (Net Operating Income) with the amount of investment or assets used to generate the profit of the operation (Net Operating Assets). Another designation for ROI is "Net Operating profit Rate Of Return" or "Operating Earning Power" (Priatinah, 2012).

Company Value

Price to boook value (PBV) is a value that can be used to compare a stock more expensive or cheaper than other stocks. To compare, two or more companies must be from one business group that shares the same business traits (Bastian, 2006). Price to book value (PBV) is a calculation or comparison between the market value and the book value of a stock. With this PBV ratio, investors can know directly how many times the market value of a stock is valued from its book value.

PBV ratio can provide an overview of potential stock price movements so that from the picture, indirectly the PBV ratio also has an influence on the stock price. Market value divided by book value (price / book value). If in the analysis of book val ue inves tors on ly kn ow t he cap acity per sh are of t he value of the stock, investors can directly compare book value with market value (Dewi, 2013). Through the P BV ra tio inv estors can fin d out directly how many times the market value of a stock is valued from book value. After knowing the PBV ratio, investors can directly compare pbv with stocks in their industry or those engaged in the same business sector. Thus investors will get an idea of the stock price, whether the market value of the stock is relatively expensive or still cheap (Apsari, 2015).

RESEARCH METHODS

The design in this study uses an explanatory approach. This approach aims to explain the relationship between two or more variables by testing hypotheses to strengthen or reject the results of pre-existing research. The population for this study is all companies in Indonesia. While the sample or object of research is a banking sector company th at is lis ted in the ID X in 2016-2019. Th e type of data in this study is secondary data using th e company's f inancial state ments and the annual report of the company that is sampled. While the data sources use from various sources including: the Indonesia Stock Exchange website and the website of each company.

Sampling in this study was done by purposive sampling method. This is done by taking samples from the population with the criteria of companies that publish annual reports in Indonesia online. The dependent variables of the study are the value of companies proxyed using Price to Book Value (PBV), while the independent variables are Retu rn On A ssets (R OA), Retu rn On Eq uity (R OE) and Return On Inves tment (R OI). The anlysis method in this study used regression analysis tests to test the effe ct of

Ret urn On Asse ts (R OA), Re turn On E quity (R OE) and R eturn On Invest ment (R OI) on the value of companies proxyed using Price to Book Value (PBV). But there are also normality tests, multicollinearity tests, heteroplasticity tests and autocorrelation tests.

DATA ANALYSIS AND DISCUSSION

Descriptive Analysis Results

Descriptive statistics are tests that provide an overview or descriptive of a data spelled out through table forms described through data processing or SPSS (Sugiono, 2017).

Table 3. Descriptive Analysis Results

Descriptive Statistics					
	N	**M inimum**	**Maxim um**	**Me an**	**Std. De viation**
ROA	40	0,15	3,21	1,42	1,12
ROE	40	1,09	23,01	11,12	5,79
ROI	40	1,31	54,19	22,69	14,48
PBV	40	0,19	4,51	1,39	1,15
Valid N (listwise)	40				

(Source : SPSS 23)

From the results of the table above can be seen the results of data processing using SPSS 23 which is used by two variable data, namely dependent variables and independent variables. The dependent variables in this study were profit growth as Y and dependent variables Re turn On A ssets as X1, Ret urn On Equ ity as X2, and Operating Pr ofit Ma rgin as X 3, Column N which is the number of valid samples used by the study, as much as 40 data.

Based on the minimum value of the Return On Asset variable of 0.15, a max imum va lue of 3.21, an average or mean value of 1.42 and a sta ndard devia tion of 1.12. Return On Equity has a low of $1.09, a high of $23.01, an ave rage of $11.12, and a sta ndard deviat ion of $5.79. Return On Investment had the low est val ue of 1.31, the hig hest va lue of 54.19, the av erage va lue of 22.69 and the stan dard de viation of $14.48. Price Book Value has the lowest value of 0.19 return on investment, the highest value of 4.51, the average value of 1.39 and the standard deviation of 1.15.

Normality Test

This test aims to determine whether the variables of the unemployed are divided normally in the regression model (Ghoz ali, 2016).

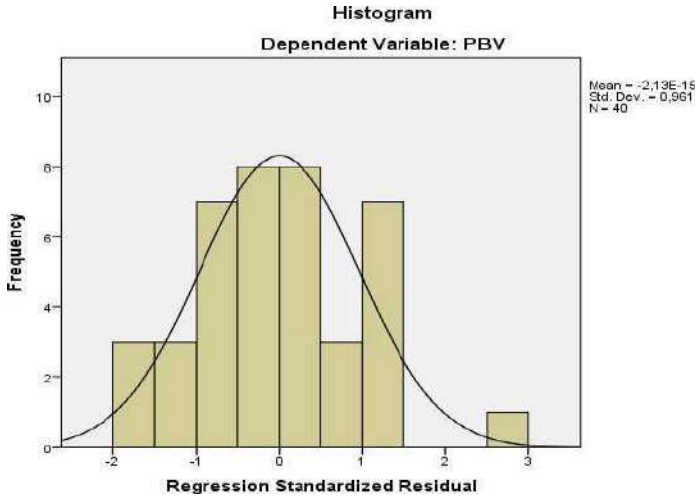

Image 1. Histogram

(Source : SPSS 23)

From the results of the histogram chart illustration, it is known that the bell-shaped curve line can be said that the data is normally distributed. Some other ways to view normally distributed data are with the following images:

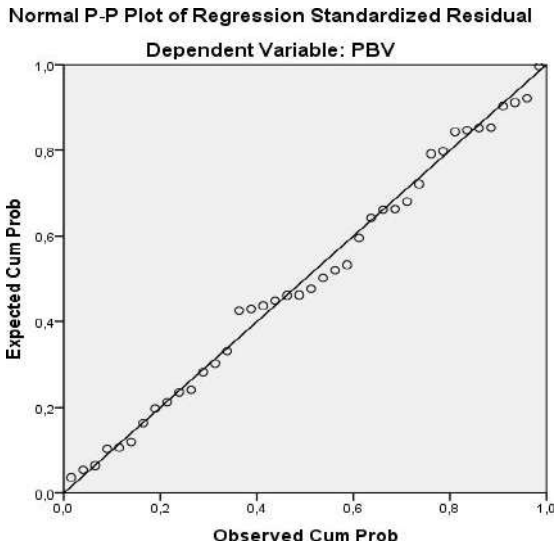

Image 2. *P-P Plot Regression Standardized*

(Source : SPSS 23)

From the results of the illustration of Normal P-P Plot Regression Standardized Residual above it ca n be conc lud ed that th e d ata is distributed nor mally because all points follow and spread on diagonal lines and not far from diagonal lines. The results of the Kolmogorov-Smirnov Test are described with the following table :

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstanda rdized Resid ual
N		40
Norm al Parametersa,b	Me an	0,00

	Std. De viation	0,52
M ost Extr eme Diffe rences	Abso lute	0,068
	Posi tive	0,071
	Nega tive	-0,069
Test Statistic		0,069
Asymp. Sig. (2-tailed)		0,198

(Sour ce : SPSS 23)

Fr om the dat a tab le ab ove, it ca n be se en th at the val ue of Asy mp. Si g. (2-tai led) of 0.198 > 0.05 then it can be known if the data has been distributed normally.

Multicolinearity Test

The Multicollinearity test aims to see the relationship between free variables found in regression models (Ghozali, 2016).

Table 5. Multicoli nearity Test Re sults

Mo del		Unstandar dized Coeffic ients		Stand ardized Coeffici ents	t	S ig.	Collinear ity Stat istics	
		B	Std. Error	Beta			Toler ance	VIF
1	(Const ant)	0,041	0,192		0,212	0,842		
	ROA	0,449	0,441	0,391	1,271	0,221	0,062	7,108
	ROE	-0,009	0,019	-0,059	-0,489	0,632	0,349	2,789
	OPM	0,039	0,019	0,558	2,039	0,054	0,084	3,472

a. Dependent Variable: PBV

(Source : SPSS 23)

From the multicolonierity test results shown in table Coefficients, ROA as X1 with a VIF value of 7,108 < 10 (smaller), and ROE as X2 with a VIF value of 2,789 < 10, and ROI as X3 with a VIF value of 3,472 < 10. It can be concluded if between the three indented variables there is no multicolinarity.

Heterocedasticity Test

The study used spearman's model heterodasticity test to see if the data experienced heterocedasticity. T he resul ts can be se en in table 6. Below :

Table 6. Heterocedasticity Test Results

			RO A	RO E	OP M	PB V	Unsta ndardize d Resi dual
Spearma n's rho	RO A	Correla tion Co efficient	1,000	0,811 *	0,959 *	0,861 *	-0,149
		Sig. (2-ta iled)	.	0,000	0,000	0,000	0,351
		N	40	40	40	40	40
	ROE	Correlatio n Coefficient	0,812 *	1,000	0,759 *	0,692 *	-0,071

	Sig. (2-tail ed)	0,000	.	0,000	0,000	0,692
	N	40	40	40	40	40
ROI	Correlat ion Coefficient	0,959*	0,758*	1,000	0,869*	-0,138
	Sig. (2-tail ed)	0,000	0,000	.	0,000	0,384
	N	40	40	40	40	40
PBV	Correlati on Coefficient	0,861*	0,692*	0,881*	1,000	0,258
	Sig. (2-ta iled)	0,000	0,000	0,000	0,000	0,105
	N	40	40	40	40	40
Unstandardized Residual	Correlati on Coefficie nt	-0,149	-0,073	-0,138	0,257	1,000
	Sig. (2-tail ed)	0,351	0,696	0,385	0,112	.
	N	40	40	40	40	40

(Source : SPSS 23)

From the above test is the result of heterocedasticity test with Pearsman's model, the table above can be explained that the significant value of ROA as X1 of 0.351 value is greater than the limit of 0.05, the significant value of ROE as X2 of 0.692 this value is greater than 0.05 then the significant value of ROI as X3 of 0.384 this value is also greater than 0.05. So the conclusion of the spearsman's model heteroskedasticity test above does not occur symptoms of heteroskedastisity.

Autocorrelation Test

The autocorrelation test is edgy to determine the number or absence of deviations in autocorrelation assumptions. The test used by researchers is the Runs Test.

Table 7. Autocorrelation Test Results

	Unstand ardized Res idual
Test Val uea	-0,041
C ases < Te st Val ue	20
Ca ses >= Te st Va lue	20
Tot al Cases	40
Num ber of R ns	16
Z	-1,439
Asym p. Sig. (2-tailed)	0,151

(Source : S PSS 23)

On table 7 SPSS output results for the Runs Test showed an Asymp value. Sig. (2-tai led) of 0.151 greater th an 0.05, it ca n be concluded th at there are no symptoms of autocorrelation in the test model above.

Multiple Li near Regres sion Analys is

This multiple linear regression analysis is shown to measure the rate of influence between free variables on bound variables. It is also used to estimate bound variables using free veriabel.

Table 8. Multiple Linear Regression Analysis Results

Mod el		Unst andardized Coe fficients		Sta ndardized Co efficients	t	Si g.
		B	Std. Er ror	Be ta		
1	(Constant)	0,041	0,179		0,211	0,841
	ROA	0,448	0,361	0,372	1,273	0,209
	ROE	-0,012	0,015	-0,057	-0,488	0,631
	ROI	0,038	0,019	0,558	2,052	0,051

(Source : SPSS 23)

Based on table 8. Can be obtained calculations of multiple linear regression, namely:

Y = α + X 1 + X 2 + X 3 + e

Y = 0,041 + 0,448 - 0,012 + 0,0438 + e

As for some explanations of the equation that has been formulated above as follows :

1. Constants have a value of 0.041, if Return On Asset (X1), Ret urn On Equ ity (X2) and Return On Inve.stment (X3) have a value of 0, then the pri.ce book value (Y) has a value of 0.041.
2. The profitability variable of Return On Asset (X1) is 0.448, meaning that if the 1% profit point increase of the company (X1) will increase the va.lue of the company (Y) by 0.448 assuming other independent variables are considered constant. Coefficients of positive value or tang are positively related between return on asset to price book value (Y). This means that the increasing return on assets (X1) will increase the price book value (Y).
3. The Profitabitas variable or return on asset (X2) has a regression coefficient value of -0.012. This coefficient value indicates a negative relationship of profitability (X2) to the company's value (Y). This means that if there is an increase in profitability (return on equity) (X2) of 1% then the value of the company (Y) will decrease by 0.012 assuming other independent variables are considered constant.
4. The return on investment (X3) variable has a regression coefficient value of 0.038. This coefficient value indicates a positive relationship to the company's value (Y). This means that if there is an increase in return on investment (X3) of 1% then the value of the company (Y) w.ill increase by 0.038 assuming other independent variables are considered constant.

Hypothesis
t Test

The test is conducted to find out how far the influence of partially independent variables on the variabel dependent (Ghozali, 2016).

Table 9. t Test Result

Mod.el		Unstandardized Coefficients		Standardized Coefficients	t	S.ig.
		B	Std. Err.or	Bet.a		
1	(Constant)	0,041	0,179		0,198	0,841
	ROA	0,447	0,362	0,392	1,259	0,221
	ROE	-0,009	0,017	-0,059	-0,489	0,631
	ROI	0,038	0,019	0,558	2,055	0,052

(Source : SPSS 23)

Based on the results of the table above, the results of testing against vaeriabel ROA, ROE, ROI against Price Book Value explained that as follows: At the t table above is seen significantly 0.05/2 = 0.025 (2-sided test) with the degree of freedom d.f = n - k-1 (.n = the amount of dat.a, k = independent variable) or df = .4.0 - 4 - 1 = 35.

From the results of the table obtained variable X1 (ROA) has a significant value of 0.221 > 0.05 and t calculated 1,259 < t worth 2.04. In conclusion the R.OA va.riable has a partial effect on the value of the company but not significant.

Then H0 is rejected and Ha is accepted Variable X2 (ROE) has a significant value of 0.631 < 0.05 and t count is worth -0.489 > t table is 2.04.

Then H0 is rejected and Ha is accepted which means the ROE variable partially negatively affects the value of the company. Variable X3 (ROI) has a significant value of 0.052 < 0.05 and t calculates 2.055 < t table 2.04.

So H0 accepted Ha rejected means that the Return On Investment variable does not affect the value of the company. Of the 3 (three) variables above, the ROA (X1) variable has a significant positive effect. Roe variable (X2) has a significant negative effect on the v.alue of th.e comp.any and the ROI variable has a partially positive effect on the va.lue of the company.

F Test

The f test aims to find out how the influence of the three inde.pendent va.riables ROA, ROE, ROI on dependent variables i.e. Company values.

Table 10. F T.est Re.sult

Mod.el		Su.m of Sq.uares	Df	Mea.n Squa.re	F	Sig.
1	Regre.ssion	34,398	3	12,011	48,002	0,000b
	Residual	8,774	36	0,252		
	Total	43,272	39			

(So.urce : SP.SS 23)

Table 10 results show a calculated f value of 12.011 and a significant value of 0.000. Looking at a f table with a significant value of 0.05 with df 1 (number of variables-1) 4 - 1 = 3 with d.f 2 = n - k. - 1 or df 2 = .40 – 4 .– .1 = 35, the value of the table f is 2.765. It can be seen that ROA, ROE and ROI have a significant value of 0.000 when viewed from this value more < 0.05 and the value f calculated 48.002 greater than 2.765. So the conclusion of this study simultaneously ROA, ROE and ROI affect the value of the company. H0's conclusions were rejected and Ha accepted, which included all three independent variables namely ROA, ROE and ROI simultaneously had a significant effect on dependent variables or company values.

Determination Coefficient Test (R.2)

The results of the deter.mination coeff.icient te.st c.an be see.n at 4.9 as foll.ows:

Table 11. Determination Coefficient Test Result (R^2)

(R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,902a	0,798	0,778	0,502

(Source : SPSS 23)

Judging from the results of the above test on table 11, the value of Adjusr R Square of 0.778 or 77.8% means that the variable ROA, ROE and ROI affect the company value variable worth 77.8% while the rest is 22.2% influenced by other vari.ables that were not examined in this study.

Discussion

The Effect of Return on Asset on Company Value

The results of the t test analysis on this study showed that Return On Asset ha.s a sign.ificant valu.e of 0.221, this value is grea.ter than 0.05 and the calculated value of 1.259 is smaller than the t table of 2.04. H0 was rejected and Ha accepted with the conclusion that Return On Asset partially had no significant effect on the v.alue of the comp.any. This explains that the Return On Asset amount of net income earned by the company when viewed from the level of assets does not guarantee this ratio shows the level of profitability of the company. The results of this study can be strengthened from the results of previous research, namely by (Rahayu, 2018), that partially variable X1 ROA has a significant effect on variable Y, namely company value. Return On Asset is used by companies to measure how much the company's sustainability in resulting in profit using the assets used.

The Effect of Retu.rn on Eq.uity on a Comp.any's V.alue

The res.ults of the t test analysis in this study showed that the Return On Equity variable had a significant value of 0.631 greater than 0.05, and t calculated by -0.489 and this value was smaller than the value of t table 2.04, so the hypothesis was rejected and ROE had a significant effect on the company's value variable. Ret.urn on E.quity is used to m.easure a comp.any's abi.lity to earn net inc.ome with cap.ital or equity invested by shareholders. The results of this study are reinforced by previous research by (Rachmania, 2016) states th.at Return on equity has a partially signif.icant ef.fect on the val.ue of the company. Retu.rn On Eq.uity is used to measure the ability of companies to earn net income with the company's own capital invested in stock collectors.

The Effect of Return on Investment on a Company's Value

The results of the t test analysis showed that the total asset variable has a sign.ificant v.alue of 0.052 smaller than 0.05 and t calculated by 2.055 greater than t table 2.04. Then the hypothesis is acce.pted w.hich m.eans that variable X3 h.as a partially signi.ficant ef.fect on the val.ue of the company. Return on Investment is used to

measure the financial ratio used to calculate the benefits investors will receive in relation to their investment costs. This is most often measured as net income divided by the initial capital cost of an investment. The higher the ratio, the greater the profit obtained.

The Effect of Return on Asset, Return on Equity and Return on Investment on Company Value

From the results of the f test showed that the three independent variables namely Ret.urn On As.set, Re.turn On E.quity and Re.turn On Inv.estment h.ave a sig.nificant va.lue of 0.00.0 s.malle.r th.an 0.05 w.ith a calc.ulated f va.lue of 48,002 greater than the f table value of 2,765. Thus the hypothesis is accepted which means simultaneously the three independent variables Return On Asset, Return Om Equity and Return On Investment simultaneously have a significant effect o.n the v.alue of t.he compa.ny.

CONSLUSION

Based on the resu.lts of the ab.ove research, the conclusion can be made as follows :

1. The variable return on assets (X1) has a significant value of 0.221 > 0.05, the conclusion of return on assets partially has no significant effect on the valu.e of the company (Y). Then H0 is accepted and Ha is rejected.
2. The return on equity (X2) variable has a significant value of 0.631 > 0.05, so it ca.n be concluded that return on equity partially affects the value of the company (Y). Then H0 is accepted and Ha is rejected.
3. The variable return on investment (X3) has a significant value of 0.052 < 0.05 can be concluded that Return On Investment partially affects the value of the company (Y). Then H0 was rejected and Ha was accepted.
4. The three independent variables namely return on assets, return on equi.ty and return on investment on the f test have a significant value of 0.000 < 0.05 then concluded simultaneously the three variables affect the value of the company.
5. Based on the results of the determination coefficient test, the adjust value of r square of 0.778, it can be explained that the three independent variables namely return on assets, return on equity and Return On Investment affect dependent variables or variable Y by 77.8%. The remaining 22.2% was affected by other variables not studied by the researchers.

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