

## **ABSTRACT**

*One of the most highlighted investors in assessing the performance of banking profitability ratio which is the ratio used in this study is the return on assets (ROA). ROA is used to measure the ability of the bank's management in obtaining the overall profit of the total assets owned.*

*This study aims to examine the influence of Adoption Internet Banking, Loan Deposit Ratio (LDR), Non Performing Loan (NPL), Capital Adequacy Ratio (CAR) and Operating Cost Operating Revenue (BOPO) to profitability is proxied by Return on Assets (ROA) at Commercial Bank listed on Indonesia Stock Exchange (BEI) in the period 2011-2016. The data used in this study was obtained from financial statement data.*

*The population in this study are the commercial bank listed on the Stock Exchange. Sample selection technique used is purposive sampling and acquired 31 commercial banks with the 2011-2016 study period. Methods of data analysis in this research is panel data regression analysis using Eviews software version 9.*

*The results showed that simultaneous Adoption Internet Banking, Loan Deposit Ratio (LDR), Non Performing Loan (NPL), Capital Adequacy Ratio (CAR) and Operating Cost Operating Revenue (BOPO) have a significant effect on profitability. While partially, Adoption Internet banking significant effect on profitability, LDR has no effect on profitability, NPL significant negative effect on profitability, CAR has no effect on profitability and BOPO significant negative effect on profitability.*

*Based on these results, then if the banking wanting to improve profitability, the bank needs to reduce the value of NPL, BOPO and improve the adoption of Internet Banking.*

**Keywords:** *Adoption Internet Banking, Loan Deposit Ratio (LDR), Non Performing Loan (NPL), Capital Adequacy Ratio (CAR) and Operating Cost Operating Revenue (BOPO), Return on Assets (ROA).*