

## **ABSTRACT**

*With global competition and the current free market conditions, it becomes a reference for each country to continue to innovate and be able to develop investments and manage resources to be able to improve the company's financial performance. Financial performance that is proxied by ROA illustrates the extent to which assets that have been invested are able to provide returns as expected. If the ROA value is high, the greater the level of profits achieved by the company and the better the company in using assets. However, an increase in total assets in the Large Trade companies in 2015-2017 earned an unstable profit.*

*This study uses a quantitative method with a total sample of 21 Large Trade sub-sector of production Goods companies listed on the Indonesia Stock Exchange for the period 2015-2018. This research uses purposive sampling technique in a period of 4 years. The research method used is descriptive statistics and panel data regression analysis using eviews 9 software.*

*The purpose of this study to determine the effect of Intellectual Capital on financial performance which is proxied by the return on assets simultaneously or partially. The results of this study indicate the presence of VACA, VAHU, and STVA to the corporate financial performance simultaneously. VACA has a partially significant effect with negative direction on the corporate financial performance, VAHU has a partially significant positive effect on the corporate financial performance, STVA has a partially significant effect with negative direction on the corporate financial performance.*

*Keywords: Return On Assets (ROA), Structural Capital Value Added (STVA), Value Added Capital Employed (VACA), dan Value Added Human Capital (VAHU).*