ABSTRACT

Return on Assets illustrates the extent of the ability of assets owned by the company to be able to generate profits. The higher ROA, the greater the level of profits achieved by the company and the better in terms of use of assets. However, the increase in total assets in the Consumer Goods Company during 2016-2018 actually generated an unstable profit.

This study aims to analyze how the influence of Value Added Capital Employees (VACA), Value Added Human Capital (VAHU), Structural Capital Value Added (STVA) on Return on Assets (ROA) both simultaneously and partially.

The population and sources of data in this study focus on the financial sector, which is one of the sectors belonging to the service industry, namely manufacturing companies in the Consumer Goods Industry Sector. The population in this study is the financial statements of manufacturing companies in the Consumer Goods Industry Sector which were listed on the Indonesia Stock Exchange during 2016-2018 totaling 33 companies. The research method used is descriptive statistics and panel data regression analysis using E-VIEWS 9.

Based on the descriptive statistical results the ROA and VACA variable data tend to be in groups, while the VAHU variable data tend to be in groups. Then, STVA variable data tend not to cluster.

The results showed that the variables VACA, VAHU, STVA simultaneously had a significant effect on ROA. The VACA variable partially has a significant negative effect on ROA, while the VAHU variable has a significant positive effect on ROA, STVA has a partially positive effect not significantly on the ROA of Consumer Goods Companies during 2016-2018.

Keywords: *Return on Assets, Structural Capital Value Added, Value Added Capital Employee and Value Added Human Capital*