ANALISIS PERAN DIVIDEN, PROFITABILITAS, RISIKO SISTEMATIS, DAN TINGKAT SUKU BUNGA TERHADAP KEPERCAYAAN INVESTOR DI SEKTOR PERBANKAN

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ABSTRAK

Penelitian ini mempunyai maksud dalam melakukan analisis peran dividen, profitabilitas, risiko sistematis, dan tingkat suku bunga terhadap kepercayaan investor di sektor perbankan. Metode penelitian menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 47 perbankan dengan 17 sampel dan 51 observasi. Analisis data dengan memanfaatkan regresi berganda. Hasil penelitian memperoleh Profitabilitas berpengaruh signifikan terhadap Kepercayaan Investor namun, Peran Dividen, Risiko sistematis dan Tingkat Suku Bunga tidak berpengaruh baik secara parsial dan simultan terhadap Kepercayaan Investor.

Kata Kunci: Peran Dividen, Profitabilitas, Risiko Sistematis, Tingkat Suku Bunga, Kepercayaan Investor

ABSTRACT

This study aims to analyse the role of dividends, profitability, systematic risk, and interest rates on investor confidence in the banking sector. The research method used a quantitative approach. The population in this study consisted of 47 banks with 17 samples and 51 observations. Data analysis was carried out using multiple regression. The results of the study found that profitability had a significant effect on investor confidence, but the role of dividends, systematic risk, and interest rates had no effect, either partially or simultaneously, on investor confidence.

Keywords: Role of Dividends, Profitability, Systematic Risk, Interest Rates, Investor Confidence