

## INTISARI

Penelitian ini bertujuan untuk menguji adanya pengaruh diversifikasi pendapatan terhadap kinerja perbankan di Indonesia yang terdaftar di Bursa Efek Indonesia (BEI) meliputi kinerja keuangan (fundamental perusahaan), kinerja pasar perusahaan, dan *risk-adjusted performance* bank. Diversifikasi pendapatan dijelaskan dengan variabel *Herfindahl Hirschman Indeks* (HHI) dan *Non-interest Income to Net Operating Income* (NONOI). Sedangkan kinerja perusahaan dijelaskan dengan variabel *Return on Equity* (ROE), *Return on Assets* (ROA), Tobin's Q, *Risk-adjusted Return on Equity* (RAROE), *Risk-adjusted Return on Assets* (RAROA).

Pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* dengan kriteria pertama adalah bank BUMN dan swasta nasional yang terdaftar di BEI tahun 2010-2016. Kriteria kedua adalah bank BUMN dan swasta nasional yang secara konsisten terdaftar di BEI lima tahun berturut-turut sehingga dihasilkan 31 sampel perusahaan. Metode analisis data yang digunakan adalah regresi data panel.

Hasil penelitian ini menunjukkan pengaruh positif antara diversifikasi pendapatan (HHI) terhadap ROE dan ROA, serta pengaruh positif diversifikasi pendapatan (NONOI) terhadap Tobin's Q, pengaruh negatif antara diversifikasi pendapatan (NONOI) terhadap ROE dan ROA dari perusahaan-perusahaan tersampel. Hasil regresi data panel menunjukkan semakin terdiversifikasi sebuah perusahaan semakin meningkatkan kinerja keuangan (fundamental) perusahaan, kinerja pasar perusahaan, dan tidak mempengaruhi *risk-adjusted performance* perusahaan.

Kata kunci: diversifikasi pendapatan, kinerja perusahaan, regresi data panel.

## ***ABSTRACT***

*The main purpose of this study is to determine the impact of income diversification to bank performance in Indonesia listed in Indonesia Stock Exchange consist of financial performance (firm fundamental), firm performance and bank risk-adjusted performance. Income diversification measured by Herfindahl Hirschman Indeks (HHI) and Non-interest Income to Net Operating Income (NONOI) while the firm's performance measured by Return on Equity (ROE), Return on Assets (ROA), Tobin's Q, Risk-adjusted Return on Equity (RAROE), Risk-adjusted Return on Assets (RAROA).*

*In this study we use purposive sampling method that was fulfilled some criteria, first stated-owned government and private sector banking company that was listing in BEI from 2010 until 2016. Second, stated-owned government and private sector banking company was listed at least seven times in the index, resulting 31 samples of the banking company. The methods used to data analysis in this research is panel data regression.*

*The result of this study indicates positive impact between income diversification (HHI) and ROE, ROA, also positive impact between income diversification between NONOI and Tobin's Q, negative impact between income diversification (NONOI) and ROE and ROA. The result of panel data regression show that the more diversification in a banking company, the more financial performance (firm fundamental), firm performance, and bank risk-adjusted performance was increase.*

*Keywords: income diversification, firm performance, panel data regression.*