

ABSTRAKSI

KIKI NURUL ISKANDAR. Pengaruh *Intellectual Capital* terhadap Kinerja Operasional dan Kinerja Pasar Pada Industri *Advertising, Printing* dan Media yang Terdaftar di Bursa Efek Indonesia (BEI) Periode 2007-2012 (dibimbing oleh Sri Handayani).

Penelitian ini bertujuan untuk mengetahui apakah secara parsial maupun simultan *Intellectual Capital* yang terdiri dari *Value Added Capital Employed* (VACA), *Value Added Human Capital* (VAHU) dan *Structural Capital Value Added* (STVA) mempunyai pengaruh positif signifikan terhadap Kinerja Operasional dan Kinerja Pasar. Variabel independen dalam penelitian ini adalah *Value Added Capital Employed* (VACA), *Value Added Human Capital* (VAHU) dan *Structural Capital Value Added* (STVA). Variabel dependen dalam penelitian ini adalah Kinerja Operasional (ROA) dan Kinerja Pasar (MtBV). Penelitian ini dilakukan pada Bursa Efek Indonesia periode 2007-2012.

Sampel yang digunakan dalam penelitian ini sebanyak 9 perusahaan *Advertising, Printing* dan Media dari tahun 2007 sampai dengan 2012. Penelitian ini menggunakan analisis regresi linier berganda. Berdasarkan hasil penelitian ini menunjukkan bahwa *Value Added Capital Employed* (VACA), *Value Added Human Capital* (VAHU) dan *Structural Capital Value Added* (STVA) berpengaruh signifikan terhadap *Return on Asset* (ROA) sebesar 71,1% dan terhadap *Market to Book Value* (MtBV) sebesar 36,6%.

Penelitian ini menghasilkan kesimpulan bahwa *Intellectual capital* (VAIC) secara simultan berpengaruh terhadap ROA dan MtBV. VACA, VAHU dan STVA berpengaruh positif signifikan terhadap ROA. VACA berpengaruh positif signifikan terhadap MtBV, VAHU mempunyai pengaruh negatif terhadap MtBV sementara STVA tidak berpengaruh signifikan terhadap MtBV.

Kata kunci : modal intelektual, market to book value (MtBV), return on asset (ROA), kinerja operasional, kinerja pasar

ABSTRACT

KIKI NURUL ISKANDAR. *The influence of Intellectual Capital to Operational Performance and Market performance on Industry Advertising, Printing and Media Listed on the Indonesia Stock Exchange period 2007-2012 (guided by Sri Handayani).*

This study aims to determine partially or simultaneously Intellectual Capital consisting of Value Added Capital Employed (VACA), Value Added Human Capital (VAHU) and Strructural Capital Value Added (STVA) has a significant positive effect on Operational Performance (ROA) and Market Performance (MtBV). In this study the dependent variable is Value Added Capital Employed (VACA), Value Added Human Capital (VAHU) and Structural Capital Value Added (STVA), Operational Performance (ROA) and Market Performance (MtBV) is the independent variable. research was conducted at Indonesia Stock Exchange period of 2007 -2012.

The sample used in this study were 9 advertising, printing and media companies data that listed in Indonesia Stock Exchange (IDX) from 2007 to 2012. This study used multiple linear regression for data analysis. Based on the results of this study indicate that Value Added Capital Employed (VACA), Value Added Human Capital (VAHU) and Strructural Capital Value Added (STVA) significant effect on Operational Performance amounted to 71,1% and the Performance of the Market amounted to 33,6%.

This study led to the conclusion that Intellectual Capital (VAIC) has an simultaneously impact to ROA and MtBV. VACA, VAHU and STVA have a positive impact to the Return on Asset (ROA). VACA have a positive impact to the Market to Book value (MtBV), VAHU have a negative impact to the Market to Book Value (MtBV), while STVA is not a significant influence to MtBV.

Keywords : *intellectual capital (IC), market-to-book value (MtBV), return on asset (ROA), operational performance, market performance*