

ABSTRACT

Gandung Priambodo. 2010 "well-being level influence towards profit growth in Bank Perkreditan Rakyat at city semarang " skripsi economy faculty accountancy direction. economy. country university semarang. guide 1. Dra. Margunani, MP II. Agung Yulianto, S.Pd, M.Si.

Keyword: CAMEL, profit growth

Well-being will be one of the tool in will decide that strategy. Profit result at obtain every the know it to be a entitas that business with efforts that is carried out effectively and efficient. Watchfulness about CAMEL many done in indonesia or country other, even though watchfulness about CAMEL still to see from well-being every the ratio, take public bank object, seldom met watchfulness about well-being CAMEL as according to SK DIR BI No.30/11/KEP/DIR date 30 Aprils 1997 that take watchfulness object focus in Bank Perkreditan Rakyat, based on background, troubleshoot that lifted in this watchfulness well-being level influence towards profit growth.

His watchfulness uses doubled regression analysis to detects influence *Capital, Asset, Management, Earning, Liquidity* towards profit growth in Bank Perkreditan Rakyat at city Semarang year 2006 until 2008.

This watchfulness result demoes well-being level that cover (*Capital, Asset, Management, Earning, Liquidity*) as a whole not influential significant towards profit growth, ratios that used as according to SK DIR BI No.30/11/KEP/DIR date 30 Aprils 1997 to evaluate well-being level less influential towards profit. This matter is at causes watchfulness variable existence that has negative value with watchfulness period short causess not significant towards profit growth. Bank well-being level evaluation, for the management bank serve the purpose of one of the tool to decide strategy and that wisdom, while for indonesia bank is used as supervision tool towards bank management by management. Information hits profit bot even want known by manager but also investor and other party important. This information users also want to detect to how performance companies at future. for investor, profit information

Mean from this watchfulness *Capital, Asset, Management, Earning, Liquidity* influential significant towards profit growth in Bank Perkreditan Rakyat at city Semarang. Suggestion necessary recommended use sample that has which are positive profit growth and watchfulness period increase 2 year or more.