

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh efisiensi operasional dan likuiditas terhadap kinerja keuangan dengan *Net Interest Margin* sebagai variabel mediasi pada bank konvensional yang terdaftar di Bursa Efek Indonesia periode 2020–2024. Metode penelitian yang digunakan adalah pendekatan kuantitatif. Populasi penelitian mencakup seluruh bank konvensional yang terdaftar di Bursa Efek Indonesia selama periode pengamatan, sedangkan sampel ditentukan menggunakan teknik *purposive sampling* berdasarkan kriteria tertentu sehingga diperoleh sejumlah bank yang memenuhi persyaratan penelitian. Data yang digunakan merupakan data sekunder yang diperoleh dari laporan keuangan tahunan perusahaan. Instrumen penelitian menggunakan rasio keuangan, yaitu Biaya Operasional terhadap Pendapatan Operasional (BOPO) sebagai proksi efisiensi operasional, *Loan to Deposit Ratio (LDR)* sebagai proksi likuiditas, *Return on Assets (ROA)* sebagai proksi kinerja keuangan, serta *Net Interest Margin (NIM)* sebagai variabel mediasi. Teknik analisis data menggunakan *Structural Equation Modeling* dengan pendekatan *Partial Least Squares (SEM-PLS)* versi 4.1.1.6. Hasil penelitian menunjukkan bahwa efisiensi operasional berpengaruh negatif signifikan terhadap *Net Interest Margin* namun tidak dengan kinerja keuangan, likuiditas berpengaruh positif signifikan terhadap *Net Interest Margin* namun tidak berpengaruh signifikan terhadap kinerja keuangan, serta *Net Interest Margin* berpengaruh positif signifikan terhadap kinerja keuangan. Selain itu, *Net Interest Margin* terbukti mampu memediasi pengaruh efisiensi operasional dan likuiditas terhadap kinerja keuangan bank konvensional yang terdaftar di Bursa Efek Indonesia.

Kata kunci: efisiensi operasional, likuiditas, *net interest margin*, kinerja keuangan, bank konvensional

ABSTRACT

This study aims to analyze the effect of operational efficiency and liquidity on financial performance with Net Interest Margin as a mediating variable in conventional banks listed on the Indonesia Stock Exchange for the period 2020–2024. The research method used is a quantitative approach. The research population includes all conventional banks listed on the Indonesia Stock Exchange during the observation period, while the sample was determined using purposive sampling techniques based on specific criteria so that a number of banks that met the research requirements were obtained. The data used is secondary data obtained from the company's annual financial reports. The research instrument uses financial ratios, namely Operating Expenses to Operating Income (BOPO) as a proxy for operational efficiency, Loan to Deposit Ratio (LDR) as a proxy for liquidity, Return on Assets (ROA) as a proxy for financial performance, and Net Interest Margin (NIM) as a mediating variable. The data analysis technique used Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach version 4.1.1.6. The results show that operational efficiency has a significant negative effect on Net Interest Margin but not on financial performance, liquidity has a significant positive effect on Net Interest Margin but no significant effect on financial performance, and Net Interest Margin has a significant positive effect on financial performance. In addition, Net Interest Margin has been proven to mediate the influence of operational efficiency and liquidity on the financial performance of conventional banks listed on the Indonesia Stock Exchange.

Keywords: conventional banks, financial performance, liquidity, net interest margin operational efficiency.