Abstract

Strategic Analysis of Money Broker Firm Toward The Implementation of BI-SSSS (Case Study at “PT PMB”)

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The banking industry in Indonesia developed so fast for the last few years. This was followed by the technology in banking itself. Bank Indonesia as the monetary authority has to follow the market situation by creating the new system of settlement for their product without paper (script less transaction). This new system was launched in the market February 2004 called as BI-SSSS (Bank Indonesia-Script less Securities Settlement System). PT PMB as one of money broker which has their licences from Bank Indonesia involved of using the BI-SSSS. With the system BI-SSSS bank can do their transaction directly to Bank Indonesia for product such as SBI, FASBI, hence, with the new system broker function for certain product can be eliminated. The objective of this research is to prepare strategy of PT PMB toward the implementation of BI-SSSS especially on their result of revenue. In order to have the suitable strategy the research will do step of analysis which is starting of descriptive analysis, analysis revenue of PT PMB before and after BI-SSSS by doing t-Test. Using matrix IE (internal-external) and also SWOT analysis for plotting the strategy of PT PMB. The impact of this research is company will have strategy in order to keep and increase revenue even though the BI-SSSS implemented.