ABSTRACT

Formulation Competing Strategy at PT. BPRS Pemerintah Kota Bekasi
Edi Susanto

The purposes of this research are: 1) to analyze the competing strategy of sharia banking industry at Bekasi area, 2) to analyze the external and internal factors which influenced PT. BPRS Pemerintah Kota Bekasi in facing more complex business challenge, 3) to analyze the alternative competing strategy which is suitable to be implemented by PT. BPRS Pemerintah Kota Bekasi, 4) to formulate the most suitable alternative strategy that can be applied by PT. BPRS Pemerintah Kota Bekasi. Descriptive analysis method were use in this research, including data collection to addressed existing problems in form survey. Purposive sampling were used as sampling technique. 1) Competing Analysis with Five Forces of porter’s, 2) CAMELS analysis, 3) analysis of Internal-external environment, were used to identify factors affecting the environment, 4) Analysis of SPACE (Strategic Position and Action Evaluation) were used to formulate alternative strategies and 5) QSPM (Quantitative Strategies Planning Matrix) are used to determine priority strategy. Analysis results using Five forces of Porte’s for industrial competing, Analysis CAMELS method shown that PT. BPRS Pemerintah Kota Bekasi categorized as healthy BPRS. Analysis of internal-external environment matched to SPACE matrix terminology and SPACE matrix revealed the company position was in Aggressive quadrant, which is “stable and growth” QSPM Matrix. resulting the alternative strategy of priority that suitable to be recommended are 1). Market Penetration, 2). Product Development, and 3). Market Development.