SUMMARY

RENALDO PRIMA SUTIKNO. Analysis of Factors Affecting The Lending Activity of Government Banks Period 2004-2012. Supervised by HERMANTO SIREGAR and MUHAMMAD FIRDAUS.

Activity of the banking sector in a country plays an important role in advancing the lives of its people. Each person in the conduct of financial transactions related to the management of the funds in a container that allows the banking system in a country which is often called the bank. Bank is an intermediary for various parties who want to save their money and the parties need funds for other financing needs. The role of banks is generally provided for in Article 3 of Law no. 7 of 1992, as collector and distributor of public funds. But more broadly, as a function of Indonesian banks are institutions that collect funds from the public or credit receiver, channel funds to communities or lender, as well as expedite trade and payment transactions.

When the global financial crisis occurred in late 2008, the banking industry in Indonesia is had liquidity shortages lead to decreased confidence in companies and households in the current economic conditions. With the decline in demand and production capacity in the real sector lead to lower demand for loans in Indonesia. Based on this background, the problem is formulated some micro-financial and macroeconomic factors that significantly affect lending in the government banks and how the strategy of government banks related to lending?

This study aimed to analyze the micro-financial and macroeconomic factors that affect lending in the government banks and formulate a strategy for government bank which related to lending activity. This study focused on several micro-financial factors that affect the bank in providing credit to the people associated with the growth of credit, such as Third Party Funds, NPL, LDR and CAR. Macroeconomic variables that are considered influential in this research that the BI rate, exchange rate and Gross Domestic Product (GDP). This research will also focus on government banks, namely Bank BNI, Bank BRI, Bank Mandiri and Bank BTN. Moreover, in comparison with the private bank chosen Bank BCA to compare the financial performance in terms of lending. Financial data that is used quarter data from the year 2004 to 2012.

Every government banks has to focus on different credit channel, so that every bank has a different strategies for maintain and develop the target market at time occurs financial crisis. Bank BRI focuses on credit services of micro sector. Bank BNI dominating the credit funds on the dominant sector such as manufacturing sector, trade sector, restaurant, hospitality, and agricultural sector. Bank Mandiri will focus on strategy as a universal banking. While the main focus of Bank BTN on housing loans.

This study used a quantitative and qualitative approach and implemented in December 2012 - February 2013. Type of data used in this study is secondary data (time series). The data required in this study were obtained from published financial statements of banks, Indonesian Banking Statistics data (SPI), the monetary and banking statistics, and data Indonesian Financial Statistics (IFS) found on the website of Bank Indonesia. Secondary data that is used with the quarter sample period is from 2004 to 2012. This study describes and examines...
the relationship between independent variables (CAR, NPL, DPK, LDR, BI Rate, Exchange Rate, and GDP) and bound variables (loan portfolio) at government banks in Indonesia.

The results of interpretation regarding analysis of micro-financial and macroeconomic variables who affect credit disbursement for government banks during the period of research shows that every variable has a different contribution of credit activities. Dominant factors that influencing credit distribution of each bank in the long run are DPK on Bank Mandiri, NPL on Bank BRI and Bank BTN, as well as the PDB on Bank BNI and Bank BCA.

Strategies that can be undertaken by each government bank is doing promotional gifts and cash back within a certain period of sustained for Bank Mandiri, verifying credit data by using four eyes principles and the principle of placing a special account officer in dealing with NPL’s account for Bank BRI, develop micro-credit market and potential market expansion in regions such as Riau, Padang, and Makassar for Bank BNI, conduct intensive collection efforts to the debitor, restructuring of debt, taking funds from the bank’s capital reserves, and improve the quality of credit analysis for Bank BTN, to develop a strategy by increasing the ease of transacting CDM (Cash Deposite Machine) for Bank BCA.

Key words: Financial Crisis, Credit, Micro-Financial, Macroeconomic, VECM