SUMMARY

RETNO ENDAH WINDIANI. Analysis of Site Selection of a Bank Sub Branch Office (Case Study of Bank bjb Cibinong). Supervised by MARIMIN and TRIAS ANDATI.

People today are having high need of banking services in all facets of life, of lending and deposit transactions to daily transactions. People demand of simple access on bank procedure or to reach the location of the bank. Currently banks are not just in big cities but have reached small areas such as districts and villages. bank bjb is a bank that evolved from regional development banks in which the shares are owned by the Provincial Government of West Java and Banten, as well as their district level.

Bank bjb as a bank that has captive market of civil servant (PNS) is striving to dominate market in West Java and Banten despite having a lot of competitors among other financial institutions. To win the competition bank bjb opens representatives in remote area of West Java and Banten. Cibinong branch representative office is a branch that was established to meet the banking needs in Bogor Regency. Bogor Regency is one of regencies in West Java which has a wide coverage area consisting of 40 districts. Currently there are 8 branch offices serving subdistricts that the scope of services of each branch offices are between 4 to 7 districts. This year the bank bjb is planning to open sub-branches in the Kabupaten Bogor. This is the underlying background that I taking a research topic with the title "Analysis of Site Selection of a Bank Sub Branch Office" with a case study of Bank bjb Cibinong.In this study, the authors took three alternative locations: Cisarua, Cigombong, and Caringin. Cisarua chosen because it is located in the bordering area of Bogor Cianjur, Cigombong chosen because of its location adjacent to Sukabumi while Caringin chosen because it is in between Sub Branch office nearest bordering districts of Bogor.

This study aimed to 1) to select the location between Cisarua, Caringin, and Cigombong based on bank bjb management policies; 2) to determine the location branch office based on AHP, and then formulating an implementation strategy for the selected location using SWOT analysis.

This research was conducted using descriptive analysis, AHP analysis and SWOT analysis. Data collection was done through observation, interviews and in-depth interviews with the questionnair.

The result is that according to the bank's management bjb new branch office should be able to meet 5 aspects: business, location aspects, financial aspects, technical aspects and legal aspects. From the results of in-depth interviews and questionnaires with bank management bjb, Caringin is selected as the new Sub Branch Office. District Caringin have met five aspects. From the business aspects Caringin is considered strategic because it is located in the middle of all options. With the opening of new Sub Branch Office this will reach further the surrounding area. Location that close to customers and can be passed by variety of transportation means is the customer choice. Customers in the area will not go to Sub Branch Office of Cicurug Pelabuhan Ratu Branch to apply for credit, or to the area of Pakuan under the Bogor branch. In financial aspects, Caringin is considered as a district with a potency. Based on observations, many economic
activities has flourish. Many shops and offices that established as well as market economies have made a real indication. It could also be an indication of the potential number of micro sector. Technical aspects of the Caringin district can be seen from new buildings that could be considered as location for the new Sub Branch Office. The office buildings can be used as office with the present model and in accordance with the technical requirements of the network and Service Division Headquarters bjib bank. Legal Aspects for Caringin district may also be met by another district. But with the other aspects related to the legal aspects can be determine. Application of permit to Bank of Indonesia must be done immediately. Socialization to the local agencies should also be conducted.

Determination of the location based on AHP analysis showed similar results with the management policy which selecting the Bank bjib Caringin. The purpose of AHP is to increase the Bank Service with test result 0.614, while the second purpose is to increase turnover with test result of 0.268 and an increase in the number of clients with test results of 0.117. Potential Customer as a factor becoming a very important factor with value 0.377 in the determination of alternative locations. The second factor was 0.306 for Location and the financial institution as factor ha value of 0.224 and 0.093 is the value for infrastructure as factor. While the selection of alternative locations of the first order is in District Caringin with the value 0.674, then the District Cigombong Cisarua value with the value of 0.245 and 0.081. All these AHP result has 0.07 of inconsistencies. Meaning that the AHP results can be accepted.

The SWOT analysis shows that the choice of location of Caringin is in quadrant I that means this site is really beneficial for the company. The strategy applied to the location in quadrant I means supporting strategy aggressively. Quadrant I gives the sense that the location should implement strategies that use strengths to take advantage of opportunities. This is in line with the vision and mission of the bank bjib to focus on services. These strategies include socializing bank bjib products especially micro financial, savings and ATM, to determine a strategic position for new building that accessible for customers around the district, and the last is benchmarking the top banking products to other banks or other financial institutions, especially the micro.

Managerial implications are then implemented after the strategy is selected. On the results of the strategy formulation, the managerial implications is KCP opening permit must be made immediately to the Bank of Indonesia, the search for office locations in the District Caringin be done in parallel with the application for permission to Bank of Indonesia, the aspects of the business, the location of the financial, technical and legal as the selection should be conducted in a district selection office building. With the selection of a quadrant I describes that Bank bjib should implementing socialization to relevant agencies and economic centers on bank bjib products. Besides that, benchmarking or observations on banks and financial institutions are necessary to prevent the transfer of customers.

Keywords: Opening of Sub Branch Office, AHP Analysis, SWOT Analysis.