SUMMARY

HARI RAHMA DEWATI. Selection Methods of Syaria Business Unit Spin Off with Factor Analysis Approach (case study PT. BNI Syariah dan PT. Bank Syariah BRI). Supervised by AMZUL RIFIN and IMAM TEGUH SAPTONO.

The banking sector in Indonesia is classified as a competitive economic sector. That condition force the bank management to implement appropriate strategies and innovation to improve the capability of the company and the quality of services offered. Of the various strategies available, spin-off considered as one of the strategies that are quite popular among banking companies. The implementation of spin-off in Sharia Business Unit (UUS) in Indonesia is carried out with the different method among Commercial Bank (BUK).

The research focuses on 2 (two) alternative spin-off methods of Islamic Bank establishment, the first method is spin-off through existing institution and the other is through establishment of a new entity, with a case study of PT. Bank BRI Syariah and PT. Bank BNI Syariah. Those institution used in this research with consideration that both PT. Bank BRI Syariah and PT. Bank BNI Syariah are equally derived from public owned conventional banks which formed into Islamic banks. In addition, the spin-off towards those two institution carried out at the same time horizon, hence in general there is likely no major difference in economic conditions or another factor that might influence the selection of methods spin-off of the two banks.

This reserach is a descriptive study and the data collection process will be done through two (2) stages. A resource used in this study are banking practitioners involved in the spin-off process of sharia banking unit. The first stage of the analysis carried out by using factor analysis to determine the factors that are considered in the implementation of the syaria unit spin-off. Of the 23 statements used in the first stage, speakers will be involved in an assessment regarding factors are assessed directly related to the selection method of spin-offs. Later in the second stage, pairwise comparison method will be used to determine the factors that are considered as underlying cause of the different spin-off methods implementation for each institution used in the study.

Results from this study showed that out of 23 (twenty three) factors used in the first research stages, there are 6 (six) factors considered in the implementation of the spin-off. Those factors are strategic planning, practicality of the spin-off, stakeholders concerned, internal orientation, IT driven and infrastructure. It is also shows that there are differences according to factors considered in the implementation of the spin-off between BUS formed through existing instition and through the establishment of a new institution. For the Islamic bank established through new business entity, factors that is taken into consideration are practicality, infrastructure and strategic planning, on the other hand for the Islamic bank formed using existing bussines unit, the
Factors more likely to be considered are IT driven, stakeholder concerns, and internal orientation.