SUMMARY

M. SATRIA MANGGALA YUDHA. Performance improvement strategy of Sumsel Babel Bank. Supervised by LUKMAN MOHAMMAD BAGA and ALLA ASMARA.

The improvement of the economy in South Sumatera and Bangka Belitung Province, followed accompanied by massive infrastructure construction in Palembang city, has become a potential investment for commercial banks to offer more varied products and services.

Bank of Sumsel Babel (BSB) as a regional bank should be a Bank Regional Champion (BRC) in their region and must improve its performance in order to compete with other commercial banks that have a good system. This study aims to 1) identify the performance achieved by BSB; 2) analyze the internal and external factors that affect the performance of BSB; 3) formulating to improve its performance; 4) formulating architecture strategic to improve performance of BSB.

Descriptive method used to identify performance, Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix were used to analyze internal and external factors in BSB. SWOT Matrix is chosen to create and define strategies to be implied and Architecture Strategic used as a process to implementation strategy. SWOT Matrix results in this study yielded 12 alternative strategies chosen as BSB’s performance improvement strategy. 12 alternative strategies is a) Market expansion into trade and industry sector, natural resources management and mega project regional b) Adding outlet that has business potential c) E-banking socialization to officer and customer d) Fee based income application maximalist e) Customer Relationship Management (CRM) f) Higher job requirement standard g) Auditor selection for KPI h) Online promoting to community, school i) Align with bank competitor or non-bank institution j) Credit excellent service j) IPO processing to add capital k) Keep government customer.

Based on Architecture Strategic results, the sequence of strategies for the next five periods. Through architecture strategic BSB can enhance competitiveness by creating an internal strength of the organization among other competitors in the banking industry. The implementation of BSB’s architecture strategic begins with internal improvement of the company starting from improving the quality of human resources and IPO for additional capital. This strategy is expected to improve BSB performance.

Keywords: Architecture strategic, efe matrixs, ife matrixs, performance, swot matrix.