SUMMARY

EPIET DWI ANGGORO. Capital structure strategy of the non-bank financial industry in the microfinance business (case study at PT. XYZ). Supervised by NIMMI ZULBAINARNI and HENDRO SASONGKO

The growth of UMKM is supported by the government in the form of UMKM credit program policies through both bank and non-bank financial institutions. PT. XYZ is one of the non-bank financial institutions that has a special task in empowering UMKM and has different funding sources. The aim of this study was to analyze the funding sources with most appropriate proportion for microfinance companies PT. XYZ and analyze the impact of funding sources types used to achieve sustainable PT. XYZ, also providing corporate strategy in the non-bank financial industry of PT. XYZ in the microfinance business.

This study used financial report data and internal data to calculate optimal capital structure and financial performance. Financial performance can be seen from financial ratios while using WACC and WACOB for capital structure. IFE and EFE matrix were also used, IE matrix for strategy formulation and QSP matrix are also used for determining the capital structure strategy of PT. XYZ.

PT. XYZ used debt as the main funding source from the capital market and banking. PT. XYZ condition which was developing business capacity also affected earnings and financial ratios during the study period. The results of the study showed that the appropriate proportion of funding sources for PT. XYZ was from the capital market. Based on the ease of provision of funds, easier-to-obtain sources of funds from banks can be used to balance capital market funding sources. The impact of funding sources types used by PT. XYZ was the DER and costs arised from funding activities. This impact needs to be a major concern so that the company remains sustainable. Based on IE matrix results, PT XYZ was in quadrant V, which is a guard and maintain position. The main strategy carried out by PT. XYZ was market penetration strategy through business expansion by increasing the number of offices to create more qualified customers so that the company can gain more profit.

Keywords: strategic management, IE matrix, IFE and EFE matrix, microfinance, optimal capital structure, QSP Matrik, WACC