

## RINGKASAN

### Pengaruh Efisiensi Operasional Terhadap Market Share dan Risiko serta Kinerja Bank Umum Swasta Nasional Devisa di Indonesia

Dedy Takdir Syaifuddin

Datangnya era globalisasi memunculkan terjadinya perubahan – perubahan dalam lembaga perbankan seperti; modernisasi yang ditandai oleh terjadinya pergeseran dari pendapatan berdasarkan *spread* bunga (*interest base income*) kepada pendapatan berdasarkan *fee* (*fee base income*), deregulasi yang memunculkan liberalisasi perbankan yang mendorong persaingan yang semakin tajam, privatisasi yang mendorong bank – bank untuk *go public*, internasionalisasi yang menimbulkan perubahan orientasi bank, sekuritisasi yang menuntut perbankan untuk menjamin dana para nasabah, *costumer's sophistication* yang menyebabkan persaingan antar bank, tidak hanya dari segi *pricing*, tetapi juga dari segi kemudahan dalam pelayanan. Riyadi (2002 : 2 – 9).

Bank–bank dalam menyesuaikan diri dengan perubahan–perubahan di atas membutuhkan investasi yang besar, sehingga akan berakibat kepada semakin meningkatnya beban operasional bank yang pada akhirnya akan menurunkan kinerjanya.

Tujuan penelitian ini untuk menguji pengaruh efisiensi operasional terhadap kinerja Bank umum swasta nasional devisa di Indonesia, dimana konsep *market share* dan risiko digunakan sebagai variabel antara. Jenis penelitian ini adalah penelitian eksplanatoris.

Dalam penelitian ini dilakukan pengujian dan analisis pengaruh efisiensi operasional yang diukur dengan indikator; tabungan perkaryawan, biaya *overhead* perkaryawan, total asset perkaryawan, *loan* perkaryawan, dan laba perkaryawan, dengan kinerja yang diukur dengan indikator; *return on asset* (ROA), *net interest margin* (NIM), biaya operasional terhadap pendapatan operasional (BOPO), dan *return on equity* (ROE). Pengaruh tersebut diantarai oleh; *market share* yang diukur dengan indikator; *market share* giro, *market share* tabungan, *Market share* deposito, dan *market share loan*, Risiko yang diukur dengan indikator; standar deviasi ROA, standar deviasi NIM, standar deviasi BOPO, dan standar deviasi ROE.

Populasi dalam penelitian ini adalah seluruh Bank umum swasta nasional devisa di Indonesia dan jumlah sampel adalah sebanyak 24 Bank umum swasta nasional devisa di Indonesia, data - data laporan keuangan dari sampel/responden dianalisis dengan menggunakan *structural equation modeling* (SEM) dengan menggunakan paket program AMOS 4.01 guna memperoleh hasil hubungan kausalitas antar variabel yang dikembangkan dalam model.

Hasil pengujian pengaruh efisiensi operasional terhadap *market share* dan risiko serta kinerja Bank umum swasta nasional di Indonesia, adalah sebagai berikut :

1. Pengaruh efisiensi operasional terhadap *market share* memiliki koefisien jalur sebesar 0,951 dengan tingkat probabilitas sebesar 0,000 ( $p < 0,05$ ). Hal ini menunjukkan bahwa hipotesis satu ( $H_1$ ) yang menyatakan bahwa “efisiensi operasional berpengaruh signifikan terhadap *market share* Bank umum swasta nasional di Indonesia” dapat diterima. Hal ini mengisyaratkan bahwa semakin efisien suatu Bank umum swasta nasional devisa di Indonesia dalam melakukan operasinya sehari-hari, maka akan semakin meningkatkan *market share*nya.
2. Pengaruh efisiensi operasional terhadap risiko memiliki koefisien jalur sebesar 1,252 dengan tingkat probabilitas sebesar 0,025 ( $p < 0,05$ ). Hal ini menunjukkan bahwa hipotesis dua ( $H_2$ ) yang menyatakan bahwa “efisiensi operasional mempunyai pengaruh yang signifikan terhadap risiko Bank umum swasta nasional di Indonesia” diterima. Hal ini mengindikasikan bahwa semakin efisien suatu Bank umum swasta nasional devisa di Indonesia dalam melaksanakan operasinya sehari-hari, maka akan semakin besar pula risikonya.
3. Pengaruh efisiensi operasional terhadap kinerja memiliki koefisien jalur sebesar 2,233 dengan tingkat probabilitas sebesar 0,030 ( $p < 0,05$ ). Hal ini menunjukkan bahwa hipotesis tiga ( $H_3$ ) yang menyatakan bahwa “efisiensi operasional berpengaruh signifikan terhadap kinerja Bank umum swasta nasional di Indonesia” dapat diterima. Hal ini mengisyaratkan bahwa semakin efisien suatu Bank umum swasta nasional devisa di Indonesia dalam melakukan operasinya sehari-hari, maka akan semakin meningkatkan kinerjanya.
4. Pengaruh *market share* terhadap risiko memiliki koefisien jalur sebesar -1,951 dengan tingkat probabilitas 0,003 ( $p < 0,05$ ). Hal ini menunjukkan bahwa hipotesis empat ( $H_4$ ) yang menyatakan bahwa “*market share* memiliki pengaruh yang signifikan terhadap risiko Bank umum swasta nasional di Indonesia” diterima. Hal ini mengindikasikan bahwa semakin besar *market share*, maka akan semakin menurunkan risiko Bank umum swasta nasional devisa di Indonesia.
5. Pengaruh *market share* terhadap kinerja memiliki koefisien jalur sebesar -2,991 dengan tingkat probabilitas sebesar 0,013 ( $p < 0,005$ ). Hal ini menunjukkan bahwa hipotesis lima ( $H_5$ ) yang menyatakan bahwa “*market share* berpengaruh signifikan terhadap kinerja Bank umum swasta nasional di Indonesia” dapat diterima. Hal ini mengindikasikan bahwa semakin tinggi *market share*, maka akan semakin menurunkan kinerja Bank umum swasta nasional devisa di Indonesia.
6. Pengaruh risiko terhadap kinerja memiliki koefisien jalur sebesar -1,295 dengan tingkat probabilitas sebesar 0,002 ( $p < 0,05$ ). Hal ini menunjukkan bahwa hipotesis enam ( $H_6$ ) yang menyatakan bahwa “risiko memiliki pengaruh yang signifikan terhadap kinerja Bank umum swasta nasional di Indonesia” diterima. Hal ini mengisyaratkan bahwa semakin tinggi kinerja suatu Bank umum swasta nasional devisa di Indonesia, maka akan semakin rendah risikonya. Sebab dengan kinerja yang tinggi, akan menyebabkan semakin besarnya kemampuan bank untuk menyediakan dana bagi pelaksanaan manajemen risiko secara terintegrasi, sehingga risiko dapat diminimisasi menjadi semakin rendah.

## SUMMARY

### The Effect of The Operating Efficiency To ward Market Share, Risk and Performance of The National Private Foreign Exchange Banks In Indonesia

Dedy Takdir Syaifuddin

The advent of globalisation era has generated many significant changes in each bank institutions. These changes are including the modernization in the world which is markedly characterized by a shifting from an interest based income to fee based income; the nationwide deregulation as a result in a banking liberalization that in turn brings about a strong competition among financial institution; the privatisation that triggers some banks to undergo *go public*; the internalisation that results in a significant change in banking orientation; the security which demands the banking world to secure the customers' funds; the customer's sophistication that creates a hard competition among the banks, not only in term of pricing aspect, but also convenience of customer service (Riyadi, 2002 : 2-9).

The banks in adapting themselves for those changes need a considerable investment, leading to the increased operating expense of the bank, which is ultimately decreased the performance.

The objective of this research was to find out an effect of operating efficiency on the performance of national private foreign exchange banks in Indonesia in which concepts of market share and risk was used as a mediator variable. This was an explanatory research.

The effect of the operating efficiency was analysed and tested where the efficiency was measured by several indicators such as saving per employee, overhead cost per employee, total assets per employee, loan per employee and profit per employee, while the performance was measured by several indicators, including return on asset (ROA), net interest margin (NIM), operating cost to operating income ratios (BOPO), and return on equity (ROE). This effect was mediated by market share which was measured by several indicators namely giro market share, saving market share, deposit market share and loan market share; the risk which was measured by several indicators notably ROA standard deviation, NIM standard deviation, BOPO standard deviation, and ROE standard deviation.

The population of the research was covering all 36 national private foreign exchange banks in Indonesia and 24 of which was taken as sample for the research. Furthermore, the financial statement data of the sample were analysed by *structural equation modelling* (SEM) by using package program of AMOS 4,01 to see a causality relationship among variables developed within the model.

The analytical results of the effect of operating efficiency on market share and risk, as well as on the performance of the national of the national private foreign exchange banks in Indonesia were as follows.

1. The effect of operating efficiency on the market share possessed a path coefficient of 0.951 with probability level of 0.000 ( $p < 0.05$ ). This indicated

- that the first hypothesis (H1) said that “ the operating efficiency significantly influenced the market share of the national private foreign exchange banks in Indonesia “ was accepted. This implied that higher efficiency in undertaking their operation on daily base would increase their market share.
2. The effect of operating efficiency on the risk the path coefficient of 1.252 with probability level of 0.025 ( $p < 0.05$ ). This indicated that the second hypothesis (H2) said that “ the operating efficiency significantly influenced the risk of the national private foreign exchange bank in Indonesia “ was accepted. This implied that higher efficiency in undertaking their operation on daily base would increase their risk.
  3. The effect of the operating efficiency on the performance had the path coefficient of 2.233 with probability level of 0.030 ( $p < 0.05$ ). This indicated the third hypothesis (H3) said that “ operating efficiency significantly influenced the performance of the national private foreign exchange banks in Indonesia “ was accepted. This implied that the higher efficiency in undertaking their operation would enhance their performance.
  4. The effect of the market share on the risk had the path coefficient of  $-1.951$  with probability level of 0.003 ( $p < 0.05$ ). This indicated that the fourth (H4) saying “ the market share produced an effect on the risk of the national private foreign exchange in Indonesia “ was accepted. This indicated that the larger market share would decrease the risk of the national private foreign exchange banks in Indonesia..
  5. The effect of the market share on the performance had the path coefficient of  $-2.991$  with probability level of 0.013 ( $p < 0.05$ ). This suggested that the fifth hypothesis (H5) saying that “ the market share brought about a significant on the performance of the national private foreign exchange banks in Indonesia “ was accepted. This indicated that the larger market share would decrease the performance of the national private the national private foreign exchange banks in Indonesia.
  6. The effect of the risk on the performance had path coefficient of  $-1.295$  with probability level of 0.002 ( $p < 0.05$ ). This suggested that the sixth hypothesis (H6) said that “ the risk significantly influenced the performance of the national private foreign exchange banks in Indonesia “ was accepted. This implied that the improved performance would decrease the risk of the national private foreign exchange bank. Thus, with the increased performance, the bank would be more able to provide funds for implementing the risk management in an integrated way, so that the risk can be made as low as possible.

## ABSTRACT

### **The Effect of The Operating Efficiency To ward Market Share, Risk and Performance of The National Private Foreign Exchange Banks In Indonesia**

**Dedy Takdir Syaifuddin**

The objective of this research was to study an effect of operating efficiency on the performance of national private foreign exchange banks in Indonesia in which concepts of market share and risk were used as the intervening variable. This was an explanatory research.

Population of the research was including 36 private foreign exchange banks in Indonesia. Of this banks, 24 which were taken as sample for this research. The financial statement data of the sample were analyzed by the *structural equation modeling* (SEM) by using package program of AMOS 4.01 to know a causality relationship among variables developed within the model.

The analytical result of the effect of the operating efficiency on the market share and risk, as well as on the performance of the national private foreign exchange banks in Indonesia were as follow. The effect of operating efficiency on the market share possessed a path coefficient of 0,951 with probability level of 0,000 ( $p < 0,05$ ); the effect of operating efficiency on the risk had the path coefficient of 1,252 with probability level of 0,025 ( $p < 0,05$ ); the effect of operating efficiency on the performance had the path coefficient of 2,332 with probability level of 0,030 ( $p < 0,05$ ); the effect of the market share on the risk had the path coefficient of  $-1,951$  with probability level of 0,003 ( $p < 0,05$ ); the effect of market share on the performance had the path coefficient of  $-2,991$  with probability level of 0,013 ( $p < 0,005$ ); the effect of the risk on the performance had the path coefficient of  $-1,295$  with probability level of 0,002 ( $p < 0,05$ ).

A significant contribution that the recent research provided was the development of the evidence-based science, particularly regarding a paradigm of structural relationship among operating efficiency and market share and risk as well the performance of the national private foreign exchange banks in Indonesia. The development of science, particularly related to the bank functioning implementation was: (a) The Bank as an institution collected public funds in the form of savings, (b) the Bank as the institution distributed funds to the public and (c) the Bank as the institution undertook a commercial transaction and money supply.

*Key Words* : Operating efficiency, market share, risk and performance.