

ABSTRACT

Unstable economic condition makes banking industries; including BRI; have to keep its active productive, and its cost efficiencies. Besides that, considering on the high competition environment in banking industries; which is shown by increasing number of private foreign banking as an impact of free trade era, and increasing number of national banking which is a concern on the micro segment; BRI has made a new strategy to keep its market position. Its new strategy is by preparing the company to enter the product development segment while keeping the cost efficiencies.

Simpedes and Simaskot is the biggest deposit product in BRI nowadays, while its life time has been so long time. This condition makes the company worried that the product would be obsolete. Affecting by that condition BRI concerning its product development program on those deposit product by making a strategy to combine the Simaskot product into Simpedes.

In order to implement that program, BRI needs to make a feasibility study towards their plan to combine product. The market research will be taken to identify customer willingness and identify the factor which is affecting the customer willingness. This customer willingness is the crucial factor on this combining product process, so that this process will not be feasible if there are many customers who are not willing to remove their deposit. This market research will show customer satisfaction, and customer perception toward existing product, and customer preference toward the new product. From this market research will be made a product development that meets customer needs and wants. After the new product development has been made the next research will identify the operational and technical needs on combining product, financial needs to support the operational and technical needs, company profit affected by the combining product and the last the strategic needs that will be identified by SWOT methods.

The result shows that this program without improvement will affect to the loss of 12.3% customer and it means that the customer growth is worse than before. But that will be only 2.4% customer which will move to another bank if there is a product development. This amount is too small so that the company is optimistic that this reduction will be covered by the demand growth after the new product is established. The financial needs to support operational and technical factors from combining product is shown by the NPV and PBB values. NPV from operational needed by combining product with improvement is Rp. 301.689.283.439 and Rp. 251.604.283.439 if there is no improvement. The PBB for combining product with improvement and without improvement is 2.27 years. The profit estimation shows that the biggest profit is reached by the company if the company makes a product development on the combining product process. While the SWOT analysis shows that the strategy to succeed this program is by cost efficiencies, quality improvement, and technology investment.

That results bring to a conclusion that the joining of two deposit products with specification improvement is feasible on market, technical operation, finance, and strategic aspect so that this program can be established.