

ABSTRACT
ESTIMATED ANALYSIS OF INFORMATION TECHNOLOGY VALUE AT
BANK BTPN, BANK BNI AND INDOSAT OOREDOO USING PARTIAL
ADJUSTMENT VALUATION METHOD WITH DYNAMIC SPEED OF
ADJUSTMENT

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In the present era, the company uses information technology as a part that supports the company in running the business process and achieving the goals and targets of the company. This makes it an estimate that it plays an important role in knowing how much information technology affects your company/organization. There is one method that can be used to help illustrate how IT affects the company's IT value in the form of a quantitative value, a Partial Adjustment Valuation method. The Partial Adjustment Valuation method illustrates that the realized result changes in a production process in general are not exactly the same as the expected outcome changes. The Partial Adjustment Valuation method can determine the IT value in the currency unit and the ratio index. There are 2 (two) speed adjustments, namely using static Speed of Adjustment and dynamic adjustment (Dynamic Speed of Adjustment). In this final assignment, the adjustments to be used are useful dynamic adjustments to consider the comparison of the value between IT existence and the absence of IT in the company's capital expenditure. To calculate the dynamic IT value Speed of Adjustment can use the statistic application i.e. SPSS (Statistical Package for the Social Sciences). The Data used to measure the dynamic Speed of Adjustment is the company's equity value, employee load, information technology investment, income, ROA, and the overall operating cost of the company. The formula used to get the parameter number is to use a three-factor model estimation formula and estimate two-factor models in the SPSS application. The result of the calculation of three-factor models and estimated two-factor models is used to calculate IT values in the ratio index (Performance Ratio) and the IT value in a currency unit (Performance Value). The IT value in question is value added to the company in the form of quantity, which demonstrates the benefits of managed IT shopping for enterprise performance improvement. IT is valuable for information and communication technology companies such as Bank BTPN which is one of the foreign exchange Bank in Indonesia. In this research used the method of PAV dynamic adjustment to know the impact of IT investments in Bank BTPN and comparing to one other banking company namely BNI Bank and one telecommunications company namely Indosat Ooredoo to see the company that most utilize IT investment for the performance of the company.

Keywords: information technology, IT value, Partial Adjustment Valuation (PAV), Dynamic Speed of Adjustment, SPSS.