

Studi kasus aplikasi pendekatan structure-conduct-performance untuk menganalisis kinerja industri anggota bursa = Case study application structure conduct performance approach in analyzing the exchange member industrial performance / Afif Saipudin

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Abstrak

ABSTRAK

Tesis ini membahas tentang aplikasi pendekatan structure-conduct performance untuk menganalisis kinerja industri AB. Tahapan-tahapan penelitian dilakukan dengan melakukan pengolahan dan analisa data sekunder yakni Laporan

Keuangan dan data Transaksi Efek. Pengukuran structure (struktur pasar) dilakukan dengan menggunakan metode rasio konsentrasi (CRn) dan Herfindahl Hirschman Index (HHI), dan Panzar & Rosse. Perilaku (conduct) dilakukan pengukuran melalui analisa penetapan harga produk, analisa kegiatan di luar bidang usaha, dan kasus. Sedangkan performance (kinerja) diukur menggunakan profit margin, BOPO, asset turnover, ROA, dan ROE. Selanjutnya hasil analisa data sekunder, dijadikan bahan utama untuk melaksanakan interview (Bursa Efek Indonesia) dan survey (Anggota Bursa), yang bertujuan untuk mengetahui persepsi dari masing-masing pihak terkait fenomena keuangan yang terjadi di industri dan usulan regulasi yang disimpulkan. Berdasarkan hasil analisa diketahui bahwa struktur pasar industri AB adalah Pasar Persaingan Sempurna (CRn dan HHI) atau Persaingan Monopolistik (Panzar-rosse), untuk tingkat kompetisi industri sangat ketat (overcompetition), excessive dan mengarah ke cut throat competition yang ditandai dengan kompetisi penetapan harga produk (fee Transaksi), adanya pelaku industri yang mengandalkan pendapatan di luar bidang usaha, dan terjadinya kasus pelanggaran ketentuan. Analisis kinerja industri juga menunjukkan tren yang cenderung menurun dan lebih rendah dibandingkan dengan industri keuangan lainnya (asuransi). Berkenaan dengan hal tersebut diusulkan untuk dikeluarkan pengaturan terkait besaran minimum tarif fee Transaksi Efek sebagai solusi jangka pendek untuk membuat iklim kompetisi yang sehat dan kesempatan bagi AB untuk memperkuat diri, dan penerbitan produk-produk yang menarik bagi investor sehingga dapat meningkatkan nilai Transaksi Efek yang berujung pada kenaikan nilai pendapatan dari AB.

ABSTRACT

This thesis discusses about application Structure-Conduct-Performance approach in analyzing the performance Exchange Member's industry. The stages of research is done by the processing and analysis of secondary data that Financial Statements and Transaction Data. Measurements structure (structure of the

market) were calculated using the concentration ratio (CR_n) and the Herfindahl - Hirschman Index (HHI), and using Panzar-rosse. Understanding the conduct by analysis of product pricing, analysis activities outside the core business, and the case, while the performance using the profit margin, BOPO, assets turnover, ROA, and ROE. Furthermore, secondary data analysis, become the main topic to carry out the interview (with Indonesia Stock Exchange) and the survey (with Exchange Member), which aims to determine the perception of each party related financial phenomena that occur in the industry and the proposed regulations are concluded. Based on the analysis known that the industry market structure AB is a market of Perfect competition (CR_n and HHI) or Monopolistic Competition (Panzar-rosse), and the level of industry competition is very tight (overcompetition), excessive and leads to cut-throat competition which is characterized by competition product pricing (transaction fee), industry players rely on their income outside the field of business, and the occurrence of cases of violation. Analysis of industry performance also shows that trends tend to decline and was lower as compared to other financial industries (insurance). In this regard proposed to be issued the regulations related to the amount of minimum fees Transaction as a short-term solution to create a climate of healthy competition and opportunities for AB to strengthen themselves, and publishing products that are attractive to investors so as to increase the value of the transaction was led to increase in revenue from AB