

ABSTRACT

ANALYSIS OF ESTIMATION VALUE OF INFORMATION TECHNOLOGY ON BANK BRI USING THE METHOD ASSESSMENT OF PARTIAL ADJUSTMENT WITH A STATIC SPEED OF ADJUSTMENT

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In IT-based companies such as Bank BRI, Bank Mandiri, and Indosat. IT value is IT resources that are used to get measurable benefits, or can be used to measure the value added of IT in a company. Used by companies in improving IT performance, with the main goals of achieving maximum targets. And, as an added value in the currency index that is managed for company performance improvement. At this time, most of the data from the company does not match the data required in the PAV method or can be evaluated. Partial Adjustment Valuation (PAV) can help companies to solve problems in the real results in production process is not aligned with the desired results. PAV is a method that can determine the value of IT in money currency and ratio units. There are 2 (two) conversational adjustments using dynamic (dynamic speed of adjustment) and statistics (static speed of adjustment). Static speed of adjustment is one of the methods in the Partial Adjustment Valuation (PAV) used in this Final Project, which is useful to determine the value of the comparison between IT and the absence of IT in corporate capital expenditure.

To calculate the value of IT, a static adjustment speed can use a statistical application, named SPSS (Statistical Package for Social Sciences). Measuring statistical reading in static speed of adjustment using variable data that has been obtained before, which is equity, labor costs, IT spending costs, revenue, and overall operating costs. The calculation uses a three-factor model and a two-factor model. By using the results of the calculation of the three-factor model and the two-factor model. Then, the calculation of PAV for Performance Ratio (PR), which is the calculation of the ratio scale of an IT value. The final calculation

results are generated, namely the estimated Value of Performance (PV) results of the IT value on a money currency scale and the Performance Ratio (PR) on the results of the scale value of IT. The value of IT is defined as added value in the form of quantitative units of money that can determine the index ratio, as a Benefit from IT Expenditures that are managed to increase the company's acquisition. IT is very valuable for companies providing Information and Communication Technology services. Bank BRI as one of the largest state-owned banks in Indonesia, in this study, uses the PAV method to determine the impact of IT investment on BRI Bank and compare it with 2 (two) other companies, namely Bank Mandiri and Indosat to see which companies make the most use of IT investment for company performance.

Keywords: Information Technology, IT value, Partial Adjustment Valuation, Static Speed of Adjustment, SPSS.