

Analysis of the Effectiveness of Third Party Funding Sources in Lending at PT. Bank Rakyat Indonesia (BRI) Kangean Unit

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ABSTRACT

Bank Rakyat Indonesia (BRI) is a business entity with the task of collecting funds from the community in the form of deposits and rechannelling them back to the community in the form of credit with the aim of improving the standard of living of many people. The purpose of this research determined the level of effectiveness of third-party funding sources in distributing credit to Bank Rakyat Indonesia in Kangean of Sumenep in the period of 2020 - 2023. The method used a qualitative descriptive method with the type of data used that was primary data through interviews, observations and documentation. To measure the effectiveness of third-party funding sources in credit distribution, this research used analysis of Loan Deposit Ratio (LDR). The results based on the calculation of the Loan Deposit Ratio (LDR) in 2020 and 2021 LDR which was achieved in the range of 49% and 55%, meaning that the use of third-party sources of funds in credit distribution was not effectively used. In 2022 and 2023, the LDR achieved in the range of 65% and 61% meant that the use of third-party sources of funds in credit distribution had been used very effectively. The use of third-party funding sources in credit distribution for 4 years from 2020 - 2023 LDR which was achieved in the range of 58% meant that the use of third-party funding sources in credit distribution was still ineffective. Since, many funds had not been channelled as a result of the impact of the Covid-19 pandemic and strong competition between banks and high interest rates can reduce public interest in applying for credit.

Keywords: Effectiveness, Third Party Funds, Credit

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INTRODUCTION

The presence of banks is important for the business world. because banking can help increase investment and economic growth through lending. In addition, banks have the task of receiving funds from the wider community through savings deposits, time deposits and demand deposits and channeling them directly to the community in the form of credit including the smooth return of credit, so that banks are expected to be able to use third party funds in lending effectively (Wedhananda et al., 2020) . So researchers are interested in conducting research on (DPK), and lending with the title "Analysis of the Effectiveness of Third Party Fund Sources in lending at PT Bank Rakyat Indonesia (BRI) Tbk Unit Kangean Sumenep Branch". The purpose of this study, to analyze how the effectiveness of the source (DPK) in lending at PT Bank Rakyat Indonesia (BRI) Tbk Unit Kangean Sumenep Branch.

The following is a comparison table of relevant previous research and similarities with Halimatus Sa'diyah's research (2024), which is organized in a concise and easy to understand manner:

Table 1. 1. Relevant Previous Research

No.	Researcher	Main Variable	Key Findings	Method
1	Jatmiko & Beby Hilda (2018)	FDR, DPK → ROA	DPK has a positive significant effect; FDR is not significant to ROA	& Quantitative (BRI Syariah, 2012-2016)
2	Suhikmat & Dwi NH (2020)	DPK, NPL, Investment → Net Income	DPK has a positive significant effect on net profit	& Quantitative (BRI, 2012-2019)
3	Korompis et al. (2015)	RGEC (NPL, LDR, ROA, CAR)	LDR 83.35% (healthy), ROA 4.97% (very healthy)	Comparative descriptive (BRI vs Mandiri)
4	Angelica et al. (2016)	Credit Control	The importance of credit risk identification & control	Case study / Internal system observation
5	Nawatri et al. (2017)	Credit Risk → NPL	Risk management is not yet effective, NPL fluctuates due to external factors (fuel)	Evaluative study
6	Manimpurung et al. (2014)	CAMEL (including LDR) → BRI performance	BRI's LDR was healthy during 2009-2012	Quantitative (CAMEL analysis)

Table 1. 2 Similarities with Halimatus Sa'diyah's Research (2024)

Aspect	Similarity
Research Object	Both research PT. BRI (both corporate, sharia, and branch units)
Key Variables	DPK and LDR as the main variables, as in the research of Jatmiko, Suhikmat, Korompis, etc.

LDR as an LDR is used to measure the effectiveness of funds distribution (same as

Aspect Similarity

Indicator Korompis & Manimpurung).

Table 1. 3 Summarizes the fundamental differences between previous research and Halimatus Sa'diyah's research (2024):

Aspects	Previous Research		Halimatus Sa'diyah's Research (2024)
Unit Analysis	of BRI corporate/national (Jatmiko, Suhikmat)	BRI Kangean Unit (rural branch level)	
Time Period	Pre-pandemic (2012-2019)		Covid-19 pandemic period (2020-2023)
Main Focus	Impact of deposits on profitability (ROA/profit)		Lending effectiveness (operational LDR)
Method	Macro quantitative		Descriptive qualitative (interview, observation)
Risk Context	Credit risk/NPL (Angelica, Nawatri)		External risks (pandemic, bank competition)

Table 1. 4 Research GAPs

No. GAP Aspect	Previous Research	Halimatus Sa'diyah Research (2024)
1 Level Analysis	of Focus on the corporate or national level (BRI central, sharia, or macro finance)	Focus on rural branch operational units (BRI Kangean Unit)
2 Time Context	Does not discuss the pandemic period	Covid-19 Focus on the pandemic period (2020-2023) and its impact on
No. GAP Aspect	Previous Research	Halimatus Sa'diyah Research (2024)
		lending

3	Credit Hindrance Factors	Does not mention high interest rates or competition among local banks	Reveals real barriers: high interest rates & competition among local financial institutions
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Table 1. 5 Novelty of Halimatus Sa'diyah's Research (2024)

No.	Novelty Aspect	Explanation
1	Specific Contextualization	The research focuses on the effectiveness of DPK distribution in rural branches (Kangean) during the pandemic.
2	LDR Data in Crisis	LDR of only 58% (2020-2023), signaling inefficiency - far different from Korompis' findings (83.35%)
3	New Factors	External Identification of unique barriers: high interest & bank competition, absent in previous studies
4	Local Implications	Policy Provide strategic recommendations: interest rate adjustment & post-pandemic operational recovery

The fundamental difference between previous research and Halimatus Sa'diyah's (2024) research lies in the context, approach, and depth of analysis of banking operations at the micro level. Previous research such as that conducted by Jatmiko and Suhikmat was more oriented towards a macro review of PT BRI's financial performance in general or corporate, such as ROA, net profit, and NPL ratio. Meanwhile, Halimatus Sa'diyah focused her attention on BRI Unit Kangean, a branch located in rural areas, so that it emphasizes the effectiveness of the distribution of funds through the operational LDR (Loan to Deposit Ratio) indicator.

The difference in research time is also significant. Previous research took place in the period before the Covid-19 pandemic, namely between 2012 and 2019. The economic situation at that time tended to be stable and had not experienced global shocks. In contrast, Halimatus Sa'diyah's research was conducted during the pandemic (2020-2023), a critical phase in which economic activity was depressed and the operations of financial institutions, including banks in the regions, experienced major challenges. This condition provides a new dimension in banking analysis, especially in terms of

credit distribution, liquidity, and risk mitigation strategies amidst uncertainty.

In addition, the methods used also show paradigm differences. Previous studies relied more on a quantitative approach with secondary data in the form of financial statements to see the relationship between variables. Meanwhile, Halimatus Sa'diyah adopted a descriptive qualitative approach, which explored data through interviews and direct observation. This approach allows researchers to reveal empirical phenomena that are not reflected in statistical figures, such as operational obstacles in the field, uncompetitive interest rates, and the dynamics of interbank competition in the Kangean region.

In terms of risk context, previous research focuses on internal risk, particularly credit risk as reflected in the NPL ratio. Angelica and Nawatri, for example, focus on the importance of internal control systems on non-performing loans. However, Halimatus Sa'diyah takes the discussion of risk to the external realm, including the impact of the pandemic and the tight competition of banks in the region as the main factors influencing the low distribution of funds. Thus, Halimatus Sa'diyah's research offers a new perspective that is more relevant to current conditions and enriches the literature on the effectiveness of banking operations in remote areas.

So Halimatus Sa'diyah's research fills the empirical gap by examining the effectiveness of DPK disbursement at the BRI rural operational level during the crisis (pandemic) period. The novelty lies in:

1. Spatial (rural units) and temporal context (2020-2023),
2. Findings of inefficiency in channeling funds (low LDR) due to external factors,
3. Solutive recommendations based on local realities.

THEORETICAL OVERVIEW

According to (Kasmir, 2014) explains that banks are a sector whose main role is to collect deposits in the form of demand deposits, savings, and deposits. The Bank functions as a money lender (credit) for people who need it, provides services such as transferring funds, and receives various types of payments such as electricity, telephone, water, tuition, and other bills. According to (Kasmir, 2014)

banks are activities of raising capital from the public to fund all operations. Some bank fund flows consist of:

1. The first customer is the source of bank capital that comes from shareholders or owners. Such as shareholder capital.
2. The second customer is capital flow from other institutions. Such as interbank capital.
3. Third customers are funds sourced from customers in general. The source of public funding is through savings, deposits and current accounts.

According to (Hasibuan, 2016) credit includes loans repaid with interest according to regulations. Based on Law Number 10 of 1998 concerning Banking, credit is a loan through an agreement between a bank and a customer that requires the customer to settle the debt according to the agreement with interest payments.

According to (Mulyo & Mutmainah, 2019) The effectiveness of Third Party Fund Sources in lending is the process of achieving goals or objectives in collecting customer capital through savings deposits, current accounts and deposits and lending to the community in the form of capital including smooth credit returns. Analysis in lending is used effectively, the analysis is carried out using the *Loan to Deposit Ratio* (LDR). According to

(Dendawijaya, 2011) *Loan to Deposit Ratio* (LDR) is a measure that shows the extent to which the bank's ability to refinance withdrawals by depositors by relying on loans provided as a source of liquidity. Meanwhile, according to (Martono, 2012) *Loan to Deposit Ratio* (LDR) is a ratio that measures the bank's ability to fulfill its obligations to customers as investors through loans that have been given to debtors. *Loan to Deposit Ratio* (LDR) calculation is the ratio between total loans lent and total funds used. This analysis is used to see how far the

bank's capacity to use third party funds in lending effectively or not so that later the bank can be said to be healthy or not. According to (Hantono, 2018) the LDR formula is as

follows:

$$LDR = \frac{\text{Jumlah kredit yang diberikan}}{\text{Jumlah dana pihak ketiga}} \times 100\%$$

According to (Andria, 2006) the safe limit of LDR is around 80% with a tolerance limit between 85%-100%. The amount of LDR according to (Kasmir, 2014) has a maximum retan of 110%. Meanwhile, according to Bank Indonesia Regulations (Indonesia, 2013) the safe limit for the *Loan to Deposit Ratio* (LDR) of a bank is 70%. However, the tolerance limit is

between 85% - 100%. It can be concluded that the level of the *Loan to Deposit Ratio* (LDR) *ratio is* within safe limits, indicating that the bank is capable of liquidity or very effective. This means that banks are able to use third party funds in lending. Because the projection of loans is positively proportional to the funds received. While the level of the LDR ratio that is too low below 60% and too high above 120% indicates that it is not capable of

liquidity, because the level of credit is negatively proportional to the funds received and is unable to meet credit demand because the funds received are not enough. According to Bank Indonesia (BI) No 13/24DPNP of 2011 concerning the assessment of the effectiveness and health of banks, in terms of Loan Deposit Ratio (LDR) as follows:

Table 1. 6 Level of effectiveness of LDR ratio

No.	LDR ratio level	Description	Health
1	60% - < 70%	Very effective	Very healthy
2	70% - < 85%	Effective	Healthy
3	85% - 100%	Effective enough	Healthy enough
4	>100% - 120%	less effective	Less healthy
5	>120% - <60%	Ineffective	Unhealthy

Source : (Indonesia, 2020)

RESEARCH METHODS

1. Type of research

Qualitative descriptive research with a case study approach.

2. Object

Bank Rakyat Indonesia (BRI) unit Kangean Sumenep Branch consisting of BRI Staff head unit, finance and field section, credit section, and the customer concerned to provide information about the data to be studied.

3. Data Stages of observation, transferring information through informants and documentation with primary data as support.

4. Stages of analysis

Data that has been collected from observations, interviews, and documentation is processed using *Loan Deposit Ratio* (LDR) analysis. So that the effectiveness of the source of Third Party Funds in providing credit can be concluded.

RESEARCH RESULTS AND DISCUSSION

Research Results

a. Third Party Funds (DPK) 2020 - 2023

PT Bank Rakyat Indonesia unit Kangean Sumenep Branch, in the Third Party Fund there are 3 types of deposits, namely savings, deposits and current accounts. The following amount (DPK) or deposits collected by Bank Rakyat Indonesia (BRI) Kangean unit for the last 4 years from the period 2020 to 2023 is:

Table 1. 7 DPK for the period 2020-2023 (In Rupiah)

Year	Savings Deposits	Simpana Giro	Time Deposits	Total
2020	Rp 923.884.678.016	Rp 74.214.832	Rp 257.762.200.000	Rp 1.181.721.092.848
2021	Rp 1.114.297.749.903	Rp 66.302.481	Rp 232.698.200.000	Rp 1.347.062.252.384
2022	Rp 1.046.467.471.154	Rp 39.970.238	Rp 196.894.650.000	Rp 1.243.402.091.392

2023	Rp 1.241.942.802.269	Rp 73.641.067	Rp 260.307.851.804	Rp 1.502.324.295.140
Total	Rp 4,326,592,701,342	Rp 254.128.618	Rp 947,662,901,804	Rp5,274,509,731,764

Source: financial statements processed by researchers (2024)

Based on Table 1.7 above that third party funds experience an increase and decrease per year. In 2021, it increased by Rp.165,341,159,536, in 2022 it decreased by Rp.103,660,160,992 and in 2023 it increased again by Rp.258,922,203,743.

b. Loan Disbursement in 2020 - 2023

At PT Bank Rakyat Indonesia unit Kangean Sumenep Branch, in lending there are 5 types of credit, namely kupedes credit, people's credit, new micro people's business credit, super micro people's business credit and micro briguna credit.

The following is the amount of loan disbursements channeled by Bank Rakyat Indonesia unit Kangean Sumenep Branch for the last 4 years starting in 2020-2023.

**Table 1. 8 Loan Disbursement for 2020-2023 (In
Rupiah)**

Year	Kupedes	Kupedes Rakyat	New Micro KUR	KUR Super Micro	Briguna Mikro	Total
2020	Rp 346.447.941.97	Rp 5,950,295,262	Rp 183.782.810.481	Rp -	Rp41.239.645.590	Rp 577.420.693.250
2021	Rp 388.734.171.695	Rp 2,809,611,361	Rp 305.744.786.893	Rp 5,984,040,302	Rp38.169.005.829	Rp 741.441.616.080
2022	Rp 325.851.698.194	Rp 2,884,460,442	Rp 431.615.230.828	Rp14,650,980,185	Rp32.348.895.459	Rp 807.351.265.108
2023	Rp 389.677.672.368	Rp 17,281,637,809	Rp 481.788.664.843	Rp7,914,169,995	Rp31.605.154.711	Rp 928.267.299.726
Total	Rp 1.450.711.484.174	Rp 28,926,004,874	Rp 1.402.931.493.045	Rp 28,549,190,482	Rp143,362,701,589	Rp 3.054.480.874.164

Source: processed by researchers (2024)

Based on table 1.8 above, lending tends to increase every year. In 2021 there was an increase of Rp.164,020,922,831. In 2022, lending increased by Rp.65,909,649,029 and in 2023 lending increased by Rp.120,916,034,619.

c. Calculation of the Effectiveness of Third Party Funds (DPK) in Lending

From all the data taken to analyze the effectiveness of the source (DPK) in lending. This means whether a bank is able to use the source (DPK) or deposits in lending is used effectively in accordance with Bank Indonesia regulations. To calculate the level of effectiveness of the source (DPK) BRI unit Kangean Sumenep Branch using the LDR ratio formula as follows:

$$LDR = \frac{\text{Jumlah kredit yang diberikan}}{\text{Jumlah dana pihak ketiga}} \times 100\%$$

Based on the calculation formula above, the level of effectiveness of the source of Third Party Funds in lending BRI Kangean Branch Sumenep based on Bank Indonesia regulations can be seen in the table as follows:

Table 1. 9 Calculation of the Effectiveness of Third Party Fund Sources in Lending for the 2020-2023 period (In Rupiah)

Year		credit amount		total DPK	LDR	Effectiveness
2020	Rp	577.420.693.250	Rp	1.181.721.092.848	49%	Ineffective
2021	Rp	741.441.616.080	Rp	1.347.062.252.384	55%	Ineffective
2022	Rp	807.351.265.108	Rp	1.243.402.091.392	65%	Very effective
2023	Rp	923.267.299.726	Rp	1.502.324.295.140	61%	Very effective
Total	Rp	3.054.480.874.164	Rp	5.274.509.731.764	58%	Ineffective

Source: processed by researchers (2024)

The following is the level of effectiveness of the source (DPK) in providing credit based on the SOP of Bank Rakyat Indonesia unit Kangean Sumenep Branch for 4 years starting in 2020- 2023 as follows:

Table 1. 10 Calculation of the Effectiveness of Third Party Fund Sources in Lending for the 2020-2023 period (In Rupiah)

Year		credit amount		total DPK	LDR	Effectiveness
2020	Rp	577.420.693.250	Rp	1.181.721.092.848	49%	Ineffective
2021	Rp	741.441.616.080	Rp	1.347.062.252.384	55%	Very effective
2022	Rp	807.351.265.108	Rp	1.243.402.091.392	65%	Very effective
2023	Rp	923.267.299.726	Rp	1.502.324.295.140	61%	Very effective
Total	Rp	3.054.480.874.164	Rp	5.274.509.731.764	58%	Very effective

Source: processed by researchers (2024)

Based on the calculation table, the LDR achieved in 2020 and 2023 has increased and decreased, the highest increase achieved in 2022 is around 65% while the lowest increase occurred in 2020, which is around 49%. In 2021 again experienced an increase in the range of 55%, in 2022 experienced an increase in the range of 65%, in 2023 experienced a decrease in the range of 61% but this decrease was higher than the LDR achieved in 2020 and 2021. The overall total LDR achieved for 4 years from 2020 - 2023 is around 58%.

Discussion

Based on the results of the study, it states that from the results of the calculation of the *Loan Deposit Ratio* (LDR), it can be seen that the effectiveness based on Bank Indonesia regulations in 2020 and 2021 LDR achieved by Bank Rakyat Indonesia unit.

Kangean range of 49% and 55% means that Bank Rakyat Indonesia Kangean unit in using third party fund sources in lending is not effective. This is due to the difference between the funds received and distributed there are still many remaining funds that have not been allocated. In 2020 the funds received amounted to Rp.1,181,721,092,848 and the funds distributed amounted to Rp.577,420,693,250 the remaining funds that had not been distributed amounted to Rp.604,300,399,598, the remaining funds that had not been distributed were in the unsafe category. Likewise, in 2021 the funds received amounted to IDR.1,347,062,252,384 and the funds distributed amounted to IDR.741,441,616,080 and the remaining funds that had not been distributed amounted to IDR.605,620,636,304. The remaining funds that have not been channeled are in the unsafe category, meaning that the level of credit is negatively proportional to the funds received because it is still ineffective. The reason why credit is negatively proportional to the funds received is because the transition period caused the community's economy to decline so that many businesses or MSMEs closed causing little demand for credit and strong competition between banks. As well as interest rates that are considered high by the public, some people hesitate to apply

for credit at banks because high interest rates can reduce people's interest in applying for credit.

Meanwhile, the effectiveness of the source (DPK) in lending according to the SOP of Bank Rakyat Indonesia Kangean unit LDR achieved in 2020 is around 49%, meaning that Bank Rakyat Indonesia Kangean unit in using third party funds in lending is not effective. In 2021, the LDR range of 55% means that Bank Rakyat Indonesia Kangean unit is able to use (DPK) in lending very effectively. The resulting interview, in 2020-2021 the use of third party sources of funds from the community is appropriate to be channeled back to the community who really need funds for their business in the form of credit. Where in 2020- 2021 the credit that is widely used by the community is kupedes credit. This kupedes credit is used for people who want to develop their business or for personal needs because this credit is generally shown for individuals and business people.

Effectiveness based on Bank Indonesia regulations and Bank Rakyat SOPs Indonesia Kangean unit in 2022 and 2023 again experienced an increase in LDR which was

achieved in the range of 65% and 61%, meaning that Bank Rakyat Indonesia Kangean unit was able to use Third Party Funds (DPK) in lending very effectively because the source of funds received from the community was able to fulfill all credit applications and undistributed funds were still in the safe category because the ratio of funds received and funds distributed in the form of credit was not too far away, where in 2020 the funds received amounted to Rp.1,243,402,091,392 and the funds distributed amounted to Rp.807,351,265,108 the remaining undistributed funds amounted to Rp.436,050,826,282..243,402,091,392 and the funds distributed amounted to Rp.807,351,265,108 the remaining funds that have not been distributed are Rp.436,050,826,284, the remaining funds that have not been distributed are still in the safe liquidity category. Likewise, in 2023 the funds received amounted to Rp.1,502,324,295,140 and the funds distributed

amounted to Rp.928,267,299,726 and the remaining funds that had not been distributed amounted to Rp.574,052,995,414.

The remaining funds that have not been channeled are still in the safe limit category, meaning that the idle funds are not too much and are still positively proportional to the funds received with the funds provided. the cause of funds received and channeled in the form of credit is positively proportional because the economy has started to improve so that many credit requests have increased. One of the ways used by Bank BRI to increase lending is by offering directly or visiting directly to people who need funds for their business and promoting through social media and providing facilities that can facilitate access to bank services such as making it easier for people to apply for credit through mobile applications. This is also a factor in increasing lending. Based on the results of the interview, in 2022-2023 the use of third party funding sources from the community has been effectively channeled back to the community who really need funds for their business in the form of credit. Where in 2022-2023 the most widely used credit is the new micro KUR. That is, people's business credit is shown for business actors to develop their business with loans that are given on a large scale and have a business establishment limit of at least 6 months of operation besides that, it also has a relatively lower interest rate than other loans.

Effectiveness based on Bank Indonesia regulations for the overall LDR achieved for 4 years from 2020 - 2023 in the range of 58% means that Bank Rakyat Indonesia Kangean unit is still ineffective in using DPK sources in lending. Because many funds have not been channeled due to the impact of the pandemic period covid-19 and also due to strong competition between banks and lack of public interest due to the factor of interest rates which are considered high. Where the funds received by the bank for 4 years amounted to Rp.5,274,509,731,764 and the funds channeled were Rp.3,054,480,874,154 the remaining funds that had not been channeled were Rp.2,220,028,857,764. while the

effectiveness based on the SOP of Bank Rakyat Indonesia Kangean unit for the overall LDR achieved for 4 years from 2020 - 2023 is around 58%, meaning that Bank Rakyat Indonesia Kangean unit is very effective in using third party fund sources in lending. This is because the economy has started to improve so that many requests for credit have increased. In addition, by promoting through social media and providing facilities that can facilitate access to bank services such as making it easier for people to apply for credit through *mobile* applications. The use of third-party sources of funds from the community is appropriate to be channeled back to the community who really need funds for their business in the form of credit because the majority of the Kangean community's main activities are business people. Where credit is widely used by the community over the past 4 years is *kupedes* credit and new micro KUR in developing their business.

CONCLUSIONS

The effectiveness of the source (DPK) of lending at PT Bank BRI unit Kangean Sumenep Branch based on Bank Indonesia regulations in 2020 and 2021 LDR achieved in the range of 49% and 55% means that the use of third party sources of funds from the community is not effectively used for people who need funds in the form of credit. While according to the SOP Bank Rakyat Indonesia Kangean unit in 2020 LDR achieved range of 49% means the use of third party sources of funds from the community is not effective. In 2022 the LDR achieved in the range of 55% means that the use of third party sources of funds in lending is very effective. The effectiveness of the source (DPK) lending at PT Bank BRI unit Kangean Sumenep Branch based on Bank Indonesia regulations and based on SOP BRI unit Kangean in 2022 and 2023 LDR achieved in the range of 65% and 61% means the use of third party funds from the community has been very effectively used for people who need funds in the form of credit.

The capacity of third party funds collected by Bank Rakyat Indonesia Kangean unit is

expected to further increase the volume of credit channeled to the community by providing facilities that can increase public interest in applying for credit, considering that LDR is still below the standard value set by Bank Indonesia which is around 70%.

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