

Analisa biaya dan manfaat strategi bisnis PT. ABC terhadap kebutuhan pasar berkaitan dengan pembentukan badan penyedia jaminan sosial BPJS = Cost and benefit analysis of PT. ABC business strategy toward the market requirement correlated with the establishment of social security agency organizer BPJS

Bayu Mahendra, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20389818&lokasi=lokal>

Abstrak

[ABSTRAK

Tingkat kompetensi pasar asuransi di Indonesia perlahan tapi pasti meningkat dan mengarah ke pasar kompetitif. PT. ABC sebagai perusahaan asuransi jiwa termasuk

di dalam perkembangan tersebut juga memiliki andil peranan dalam menyediakan asuransi untuk Indonesia. Pemerintah Indonesia mempersiapkan program asuransi wajib untuk penduduknya, di berdirikanlah BPJS pada tahun

2011 dibawah undang-undang nomor 40 tahun 2004 dan nomor 24 tahun 2011, dimana beberapa produk yang terdapat pada BPJS juga terdapat pada PT. ABC, sehingga tingkat persaingan PT. ABC semakin bertambah. Disisi lain, manajemen harus memikirkan strategi apa yang terbaik untuk mempertahankan atau bahkan meningkatkan tingkat kompetensinya di industry asuransi di Indonesia. Melalui penelitian kualitatif diperoleh beberapa temuan menarik yang berasal dari responden PT. ABC dalam proses identifikasi masalah yang terjadi di PT. ABC, salah satunya adalah rencana pengembangan sistem IT terpusat dan pengembangan produk untuk meningkatkan performa PT. ABC. Di akhir penulisan, integrasi dan penyempurnaan strategi bisnis menjadi rekomendasi terhadap manajemen PT. ABC.

<hr>

ABSTRACT

The level of competition in the Indonesian insurance market slowly but surely binding and lead to a competitive market. PT. ABC as a life insurance company

included in the development also has a role in providing insurance contribution for Indonesia. The Indonesian government prepares the compulsory insurance

program for its residents, BPJS established in 2011 under Law No. 40 in 2004 and number 24 in 2011, in which some of the products contained in BPJS also on PT.

ABC, so the level of competition PT. ABC is increasing. On the other hand, management should think about what is the best strategy to maintain or even increase their level of competency in the insurance industry in Indonesia. Through qualitative research obtained several interesting findings derived from respondents PT. ABC in the process of identifying problems that occur in the PT. ABC, one of which is a centralized IT system development plans and product development to

improve the performance of PT. ABC. At the end of the writing, the integration and improvement of business strategies into recommendations on the management

of PT. ABC.;The level of competition in the Indonesian insurance market slowly but surely binding and lead to a competitive market. PT. ABC as a life insurance company

included in the development also has a role in providing insurance contribution for Indonesia. The

Indonesian government prepares the compulsory insurance program for its residents, BPJS established in 2011 under Law No. 40 in 2004 and number 24 in 2011, in which some of the products contained in BPJS also on PT. ABC, so the level of competition PT. ABC is increasing. On the other hand, management should think about what is the best strategy to maintain or even increase their level of competency in the insurance industry in Indonesia. Through qualitative research obtained several interesting findings derived from respondents PT.ABC in the process of identifying problems that occur in the PT. ABC, one of which is a centralized IT system development plans and product development to improve the performance of PT.ABC. At the end of the writing, the integration and improvement of business strategies into recommendations on the management of PT. ABC., The level of competition in the Indonesian insurance market slowly but surely binding and lead to a competitive market. PT. ABC as a life insurance company included in the development also has a role in providing insurance contribution for Indonesia. The Indonesian government prepares the compulsory insurance program for its residents, BPJS established in 2011 under Law No. 40 in 2004 and number 24 in 2011, in which some of the products contained in BPJS also on PT. ABC, so the level of competition PT. ABC is increasing. On the other hand, management should think about what is the best strategy to maintain or even increase their level of competency in the insurance industry in Indonesia. Through qualitative research obtained several interesting findings derived from respondents PT.ABC in the process of identifying problems that occur in the PT. ABC, one of which is a centralized IT system development plans and product development to improve the performance of PT.ABC. At the end of the writing, the integration and improvement of business strategies into recommendations on the management of PT. ABC.]