

**PENETRASI BANK ASING, BUDAYA NASIONAL DAN
KOMPETISI PERBANKAN
(Studi Empiris Sektor Perbankan di Emerging Markets Asia)**

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INTISARI

Penelitian ini bertujuan untuk penguji pengaruh penetrasi bank asing terhadap kompetisi perbankan dengan melibatkan aspek budaya nasional sebagai pemoderasi. Penetrasi bank asing diukur dengan menggunakan variabel *dummy* bank asing dan jumlah kepemilikan saham oleh asing (*foreign ownership*). Dimensi budaya nasional yang digunakan dalam penelitian, antara lain: *power distance*, *individualism*, *masculinity* dan *uncertainty avoidance*. Penelitian ini dilakukan dengan menggunakan sampel bank umum konvensional yang terdapat di 10 negara *emerging markets* di Asia selama periode 2014-2018. Pengambilan sampel dilakukan dengan metode *purposive sampling* dan pengujian hipotesis dengan menggunakan metode *Ordinary Least Square* (OLS) *robust standard error*. Hasil penelitian menunjukkan bahwa penetrasi bank asing berpengaruh positif terhadap kompetisi perbankan di *host country*. *Power distance*, *individualism* dan *masculinity* terbukti memperlemah pengaruh positif penetrasi bank asing terhadap kompetisi, tetapi terdapat ketidakkonsistenan hasil pada pengujian yang melibatkan *uncertainty avoidance*.

Kata kunci: Penetrasi bank asing, budaya nasional, kompetisi perbankan, *power distance*, *individualism*, *masculinity*, *uncertainty avoidance*

FOREIGN BANK PENETRATION, NATIONAL CULTURE AND BANKING COMPETITION

(Empirical Study of Banking Sector in Asia's Emerging Markets)

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ABSTRACT

The purpose of this study is to examine the effect of foreign bank penetration towards banking competition using the aspect of national culture as moderating variable. Foreign bank penetration is measured by using dummy variable of foreign bank and the number of foreign ownership in a bank. National culture dimensions used in this research consist of: power distance, individualism, masculinity and uncertainty avoidance. This study uses conventional commercial banks in 10 emerging market country in Asia during 2014-2018 as sample. The sampling method is purposive sampling and the hypotheses is tested using Ordinary Least Square (OLS) robust standard error. The result shows that the penetration of foreign bank have positive effect on banking competition in host country. Power distance, individualism and masculinity are proven to weaken the positive influence of foreign bank penetration on competition, but there is the inconsistency in the result involving uncertainty avoidance.

Keywords: Foreign bank penetration, national culture, banking competition, power distance, individualism, masculinity, uncertainty avoidance