

Analysis of the Influence of the Number of Customers and The Gold Price on the Distribution of Class B Credit at PT. Pegadaian Tegal Branch

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ABSTRACT

The purpose of this study are: 1) to know whether there is influence of the number of customers to the loan disbursement of class B in PT Pegadaian Branch Tegal 2014-2017 2) to know whether there is influence of gold price to the distribution of class B loan at PT Pegadaian Branch Tegal 2014- 2017 3) to determine whether there is influence of the number of customers and the price of gold on the distribution of credit class B in PT Pegadaian Branch Tegal 2014-2017

The hypothesis of this research are: 1) there is influence of the number of customers to the distribution of class B loan at PT Pegadaian Tegal branch in 2014-2017. 2) There is influence of gold price to the distribution of class B credit at PT Pegadaian Tegal branch year 2014-2017. 3) There is the influence of the number of customers and the price of gold on the distribution of Class B loans at PT Pegadaian Tegal branch in 2014-2017.

This research method uses quantitative descriptive research, while the data analysis method using the classical assumption test, simple linear regression analysis, multiple linear regression analysis and test coefficient of determination The results obtained as follows: 1) There is a positive and significant influence between the number of customers against the distribution of credit class B with a significant value of $0.000 < 0.05$. 2) There is a positive and significant influence between the price of gold on the distribution of credit class B with a significant value of $0.000 < 0.05$. 3) There is a positive and significant influence between the number of customers and the price of gold on the distribution of credit class B with a significant value of $0.000 < 0.05$. The magnitude of the coefficient of determination of 80.5% and the remaining 19.5% explained by other factors that can not be explained in this study such as income, capital lease, inflation etc.

Keywords: Number Of Customers, Gold Price, And Loan Disbursement Of Class Bank

INTRODUCTION

Credit activities can occur in all aspects of human life, with the more advanced the movement of the economy in society, the credit activities increasingly pressing economic activities carried out in cash. Activity The credit in question covers all aspects of the economy, both in the field of production, distribution, trade, consumption, investment or services in the form of money cash, and goods and services. Thus, economic activities can be carried out between individuals, between individuals and business entities, or between business entities.

Then developed a business entity that is formal in nature that is specifically engaged in credit and financing, namely banks and financial institutions other. The increasing need for cash sometimes becomes a real need immediately at certain times. However, these needs exist sometimes it is not matched by the absence of cash available, and the need for cash that usually comes suddenly someone to get cash quickly at a time needed. Credit is one of the best solutions to get cash quickly and precisely.

PT. Pegadaian is a fast and appropriate solution to meet the need for cash. At Pegadaian, people can pawn anything of value that they need owned in order to be able to get cash, of course by going through the procedures which has been determined by PT Pegadaian through a proper administrative process very easy and fast. Usually valuables that people often mortgage is gold, because gold has a fairly high economic value.

PT. Pegadaian is a credit institution managed by the government whose main activity is carrying out lending on the basis of the law of pawning. PT Pegadaian has a goal to help the community in the financial sector. Pawnshop is a non-banking financial institution that provides credit services to the community, where the pawnshop service is oriented towards guarantees. Pawnshops are one way to prevent bondage, loan sharks, and loan activities other unreasonable loans and improve the welfare of the poor. So Pawnshop presence in the middle suppressing unreasonable lending practices. Public hope to be able which is very burdensome to society.

The price of gold which can change at any time can cause an effect lending to PT Pegadaian. the increase in the price of gold makes an assessment of gold will go up, usually if the price of gold increases then society can borrowed more due to an increase in the estimated price of 98% of the selling price. Based on For this argument, the researcher raised the hypothesis as follows:

H1: It is suspected that the number of customers affects the distribution of class b credit at PT. Pawnshop Tegal branch 2014-2017

H2: It is suspected that the price of gold affects the distribution of class b credit at PT. Pawnshop Tegal branch 2014-2017

H3: It is suspected that the number of customers and the price of gold together

have an effect on disbursement of class b credit at PT. Pawnshop Tegal branch 2014-2017

RESEARCH METHOD

Object of research

The location of this research is a service company, namely PT. Pegadaian Tegal branch jln. Elephant Mada No. 5 Tegal City. This research is based on data available from sources seconds.

Data Types and Sources

The type of data used in this study is secondary data sourced from from the records of the company. In this study, secondary data that the researcher use is the monthly report data on the number of customers, gold prices and credit distribution data group B at PT Pegadaian Tegal branch from 2014-2017

Variable Operational Definition

a. Bound Variable (*dependent variable*)

In this study there is one dependent variable that is the distribution of group B credit as Y, where the distribution of class B credit is how much loan money has been paid distributed by PT Pegadaian Tegal branch from 2014-2017

b. Free Variable (*independent variable*)

1) Number of Customers (X1)

The number of customers referred to in this study are a number of people or people who use the services of PT. Pawnshop Tegal branch to get credit

2) Gold Price (X2)

Credit distribution at PT Pegadaian can be influenced by the price of gold, because the price of gold can change at any time. When the price of gold goes up then it will have an impact on the turnover of the pawnshop due to the increase in the price of gold this will make the estimated value against gold rose. The higher the gold price, the higher lending to PT Pegadaian.

DATA ANALYSIS METHOD

A. Descriptive Analysis

According to Ghazali (2016: 19) descriptive analysis was carried out in order to provide a description of a data seen from the average value (mean), standard deviation, variance maximum, minimum, sum, range, kurtosis and skewness.

B. Classical Assumption Test

1) Normality Test

This normality test aims to test whether in the regression model, the

variable confounders or residuals have a normal distribution. As it is known that the test F and t assume that the residual value follows a normal distribution. If this assumption is violated, then the statistical test is not valid for a small sample size. There are two ways to detect whether the residuals are normally distributed or no, namely by analyzing histogram graphs and probability plots or p-plots and Kolmogorov-Smirnov statistical test (Ghozali, 2016:154).

2) Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of residual variance from one observation to another observation other. If the residual variance from one observation to another remains the same then it is called homoscedasticity, whereas vice versa called heteroscedasticity. Heteroscedasticity resulted in estimator values (regression coefficient) of the model is not efficient even though the estimator unbiased and consistent. How to detect the presence or absence heteroscedasticity by using the Glejser test.

3) Multicollinearity Test

The multicorrelation test aims to test whether the regression model found a correlation between the independent variables (independent), the regression model good there should be no correlation between the independent variables, but if independent variables are correlated with each other then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between fellow independent variables is equal to zero (Ghozali, 2016: 103)

4) Autocorrelation Test

The autocorrelation test aims to test whether the linear regression model there is a correlation between the nuisance error in period t with the error nuisance in period t-1 (previous). If there is a correlation, then it is called there is an autocorrelation problem. Autocorrelation arises because of successive observations all the time related to each other. This problem arises because the residual (interference error) is not independent from one observation to another. Thing This is often found in time series data because of "interference" the same individual/group in the next period. In cross-sectional data, autocorrelation problems are relatively rare because the "interference" in different observations comes from individuals, groups different. A good regression model is a regression that is free from autocorrelation. There are several ways that can be used to detect whether or not there is autocorrelation, including the Durbin-Watson test (DW test).

C. Simple Linear Regression Analysis

Simple linear regression equation model with the following formula:

$$Y = a + bx$$

Information:

Y = Subject in the predicted dependent variable

a = Price Y when price X = 0 (constant).

b = Number of direction or regression coefficient which shows the number of increase or a decrease in the dependent variable based on changes in the variable independent. If (+) the direction of the line goes up, and if (-) then the line goes down.

X = Subject on the independent variable that has a certain value.

D. Significant Test of Simple Linear Regression Coefficient

According to Sunyoto (2013: 50), this test was carried out to determine the significance of each regression coefficient value (b_1 and b_2) independently of dependent variable (Y).

E. Multiple Linear Regression Analysis

According to Sekaran (2006: 299) multiple linear regression analysis was carried out for test the simultaneous effect of several independent variables on one variable bound on an interval scale. Meanwhile, according to Sulaiman (2004: 79). The mathematical form of multiple regression analysis according to Sulyanto (2011: 54) are as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Information :

Y = Distribution of class B credit

a = coefficient constant

b_1, b_2 = Regression coefficient, the size of the Y variable as a result of changes in a unit variable X

X_1 = Number of Customers

X_2 = Gold Price

e = Standard Error

F. Significant Test of Multiple Linear Regression Coefficient.

According to Sunyoto (2013: 54), this test involves all independent variables (number of customers and the price of gold) to the dependent variable (credit disbursement group b) in testing whether or not there is a significant influence simultaneously or together.

G. Coefficient of Determination Analysis (R^2)

R Square test is a test to measure the ability of variables independent in applying the dependent variable. Where R^2 ranges from 0 R^2 1. The larger R^2 (closer to 1), the closer the independent variable in relation to the dependent variable. Here's the formula that used to calculate the coefficient of determination are:

$$KD = r^2 \times 100\%$$

Where :

KD : The magnitude of the coefficient of determination

r^2 : correlation coefficient

RESULTS AND DISCUSSION

Descriptive Statistics

Table 1
Descriptive statistical results

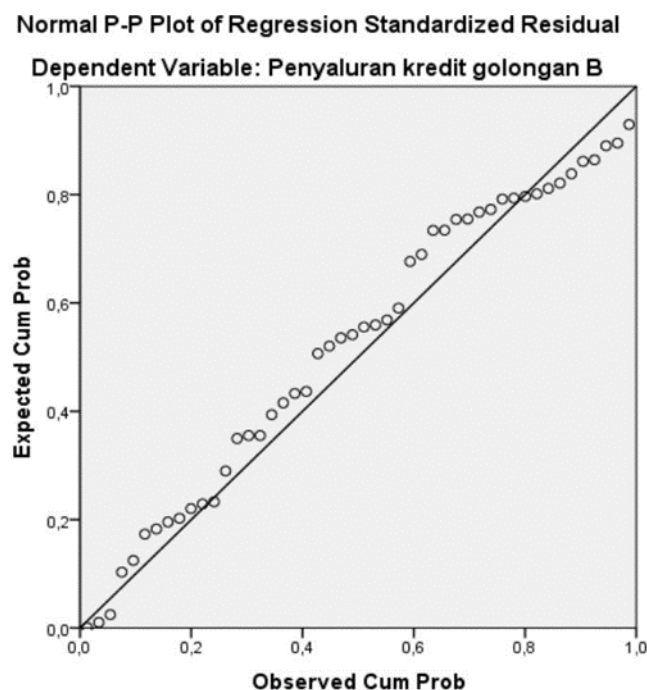
	N	Minimum	Maximum	Mean	std.Deviation
Jumlah Nasabah	48	3494,00	4128,00	3822,6458	16.329.395
Harga Emas	48	524000,00	632000,00	568283,2917	31276,41672
Penyaluran Kredit					
Gol.B	48	4099550000,00	6311670000,00		326035147,3
Valid N (listwise)	48				

Classical Assumption Test

Normality Test

The way to detect whether the residual is normally distributed or not is by using analysis of histogram graphs and probability plots or p-plots and kolmogrov . statistical tests smirnov (Ghozali, 2016:154).

Figure1
PP Plot Graph normality test results



Based on the test results using the PP Plot graph, it can be As seen in Figure 4, the points spread around the diagonal line and follow the direction of the diagonal line. It can be concluded that the data is distributed normally.

Furthermore, to test for normality and strengthen the results of the analysis with using the PP Plot graph, *one sample* test statistical analysis is used *kolmogorov-smirnov* (KS).

Table 2
Kolmogorov-Smirnov (KS) One Sample Normality Test
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	48
Normal Mean	-0,0000003
Parameters std.Deviation	143921548,37624934
Most Extreme Absolute	,113
Differences Positive	,079
Negative	-,113
Test Statistic	,113
Asymp.Sig.(2-tailed	,159

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the normality test using the *one-sample Kolmogorov . test smirnov*, it can be seen that the *Kolmogorov–Smirnov* value for the residual variable is 0.113 and significant at $0.159 > 0.05$. This shows that the residual data is normally distributed and strengthen the test results by using the PP Plot graph.

2) Heteroscedasticity Test

Table 3
Heteroscedasticity Test
Using Glejser Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	std.Error	beta		
Number of	492529905,2	227250177,1		2,167	0,36
Customers	32985,419	38154,137	0,128	0,865	0,392
Gold price	-193,981	297,719	-0,151	-0,151	0,518

a. Dependent Variable: Abs_Res

Sumber: Output SPSS 22

Based on the results of the heteroscedasticity test using the *Glejser* test above, it can be seen the number of customers has a significant value of 0.392, the

price of gold has a significant value as big. 0.518. All variables have a significant value above 0.05. This shows that it didn't happen heteroscedasticity symptoms.

3) Multicollinearity Test

Table 4
Multicollinearity Test Results

Coefficients^a

Model	Collinearity	
	Tolerance	VIF
1 Number of Customers	.956	1.046
Gold price	.956	1.046

a. Dependent Variable:

Distribution of Goal Credit. B

Sumber: Output SPSS 22

Based on the table above, it can be seen that the value of the variance inflation factor (VIF) of the number of customers is 1,046, and the price of gold is 1,046. VIF value for all independent variables are less than 10 ($VIF < 10$), it can be concluded that the two independent variables in this study did not occur multicollinearity. And can It is also seen that the Tolerance value of the number of customers is 0.956, and the gold price is of 0.956. Tolerance value for all independent variables is greater than 0.10 ($tolerance > 0.10$), it can be concluded that the two independent variables at In this study, there was no multicollinearity.

3) Autocorrelation Test

Table 5
Autocorrelation test results

Model Summary^b

Model R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.897 ^a	.805	.796	147085037.240	1.825

a. Predictors: (Constant), Gold Price, Number of Customers

b. Dependent Variable: Goal Credit Distribution. B

Sumber: Output SPSS 22

It is known that the d L value is 1.4500, the d U value is 1.6231, the Durbin-Watson value is 1.825, the value of 4-d U is 2.3769, and the value of 4-d L is 2.55. Karena $du \leq d \leq 4-du = 1,6231 \leq 1,825 \leq 2,3769$ This value fulfills the Durbin-Watson requirement, namely $du < d < 4-du$, so it can be

concluded from the results of this study there is no positive or negative autocorrelation or H_0 cannot be rejected.

C.Simple Linear Regression Analysis

Table 6
Simple Linear Regression Test Results Number of Customers
Against Group Credit Distribution
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1014147959,037	974020238,945		1,041	,303
Number of Customers	1002634,726	254575,305	,502	3,938	,000

a. Dependent Variable: Goal Credit Distribution. B

Sumber: Output SPSS 22

From the results of the calculation of the simple linear regression test in the table above, the equation regression as follows: $Y = 1,014 + 1002634,7 X_1 + e$
From the simple regression equation, it can be interpreted as follows:

1) constant (a) of 1.014, which means that if the number of customers is 0, it is estimated that class b credit disbursements amounting to 1,014.

2) The simple regression coefficient for the number of customers is 1002634,7 and is marked positive, which means that for every 1% increase in the number of customers, the distribution class b credit increases by 1.002%, and vice versa if there is a decrease of 1%, the value of class b credit disbursement decreased by 1.002%. From the results of simple regression calculations on the variable number of customers against disbursement of class b credit is significant at 0.000. Because $0.000 < 0.05$ which means the number of customers has a significant effect on the distribution of class b loans in PT Pegadaian Tegal branch in 2014-2017.

Table 7
Test Results of Simple Linear Regression Analysis of Gold Prices on
Credit Distribution
Group B
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,167E+96	5510546,893		1,703	,095
Gold price	6475,242	1204,498	,6215	5,376	,000

a. Dependent Variable: Goal Credit Distribution. B

Sumber: Output SPSS 22

From the results of the calculation of the simple linear regression test in table 13, the regression equation as follows :

$$Y = 1.167 + 6475.242 X_2 + e$$

From the simple regression equation, it can be interpreted as follows:

- 1) constant (*a*) of 1.167 which means that if the price of gold is 0, then it is estimated that class b credit disbursements amounting to 1,167.
- 2) The simple regression coefficient for the gold price is 6475.242 and has a positive sign, which means that for every 1% increase in the price of gold, lending group b increases by 6.475%, and vice versa if there is a decrease of 1% then the value of group b credit disbursement decreased by 6.475%. From the results of simple regression calculations on the gold price variable on distribution class b credit is significant at 0.000. Because $0.000 < 0.05$ which means the price of gold significantly influence the distribution of class b credit at PT Pegadaian Tegal branch in 2014-2017.

D. Multiple Linear Regression Analysis

Table 8

Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	std. Error	beta		
Number of	-4715E+9	713952570		-6,604	,000
Customers	1,323	134401,155	0,662	9,84	,000
Gold price	7929,594	701,707	0,761	11,3	,000

a. Dependent Variable: Goal Credit Distribution. B

Sumber: Output SPSS 22

Based on the table above, the multiple linear regression equation can be arranged as follows:

$$Y = -4,715 + 1,323 X_1 + 7929,594 X_2 + e$$

Based on the multiple linear regression equation can be interpreted as follows:

- a. Constant (*a*) is -4.715 The constant is -4.715 which means that if the number of customers and the price of gold are 0 then class b credit disbursement of -4715.

- b. The regression coefficient for the number of customers is positive, which is 1.323, which means that if the number of customers has increased by 1%, the distribution of class b loans will increased by 1.323. And vice versa, if the number of customers experiencing a decrease of 1%, the distribution of class b credit will experience a decrease of 1.323.
- c. The gold price coefficient is positive, which is 7929.594, which means that if the price gold has increased by 1%, the distribution of class b credit will experience an increase of 7929.594. And vice versa, if the price of gold decreases 1%, the distribution of class b loans will decrease by 7929.594.

Conclusion and Suggestions

Conclusion

Based on the results of data analysis and discussion of the analysis of the effect the number of customers and the price of gold on class C lending at PT Pawnshop Tegal branch in 2014-2017, it can be concluded as follows:

1. There is a positive and significant influence on the number of customers on distribution class B credit at PT. Pawnshop Tegal Branch 2014-2017, proven by obtaining the equation $Y = 1.014 + 1002634,7 X_1 + e$, with a significant test of $0.000 < 0.05$.
2. There is a positive and significant influence of gold price on credit distribution group B at PT. Pawnshop Tegal Branch 2014-2017, evidenced by the equation $Y = 1.167 + 6475.242 X_2 + e$, with a significant test of $0,000 < 0,05$.
3. There is a simultaneous influence of the number of customers and the price of gold on distribution class B credit at PT. Pawnshop Tegal Branch 2014-2017, proven by obtaining the equation $Y = -4.715 + 1.323 X_1 + 7929.594 X_2 + e$, with the test significant $0.000 < 0.05$.

suggestion

Based on the conclusion above, the writer would like to give some suggestions which include:

1. Relating to customers who make a large contribution to distribution credit to PT. Pegadaian Branch Tegal, it is hoped that PT. The Tegal Branch Pawnshop can further improve the quality of service to customers, so that customers can compelled to borrow funds from PT. Pawnshop Tegal Branch. It is important so that PT. Pegadaian Branch Tegal can attract customers from all groups from from the lower class to the upper class.
2. PT. The Tegal Branch Pawnshop is recommended to minimize the level of risk in the future in the future and PT. The Tegal branch pawnshop must be

more observant and thorough in estimating collateral goods, especially collateral in the form of gold so that the possibility of estimating the collateral goods in the future can be avoided because it will hinder the smooth running of PT. Pegadaian Tegal Branch in distributing credit especially class B credit.

3. Further research is expected to add other independent variables that affect the distribution of group B credit such as income variables, level inflation, capital rent, interest rates and others.

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