

ABSTRACT

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PENERAPAN MANAJEMEN RISIKO KREDIT UNTUK MEMINIMALISIR KREDIT BERMASALAH YANG BERPENGARUH TERHADAP LABA PERUSAHAAN DI PT BPR PEREKONOMIAN RAKYAT (BPR) XYZ DI BOGOR

This research aimed to implement risk management to reduce credit risk at PT. People's Economic BPR (BPR) XYZ in Bogor. This study uses descriptive qualitative. Several studies show that PT. BPR So that in implementing credit risk management PT. BPR XYZ in Bogor has several obstacles related to reviewing credit risk which is influenced by NPL and LDR. This research was created so that companies can achieve their goals increase the provision of quality credit on target and minimize the risk of bad credit.

Kata Kunci : Manajemen Risiko, NPL, LDR, BPR