This study aims to determine the response of each variable consumer loan interest rate channel in the transmission mechanism of monetary policy in Indonesia period 2005:07-2014:12 against shock and to determine the contribution of each variable interest rates on consumer credit channel in the monetary policy transmission mechanism in Indonesia the period 2005:07-2014: 12. Variables used in this analysis is the BI rate, deposit rates, lending rates of consumption, consumer loans, GDP, and inflation. The analysis tool used is a VAR that includes test results VAR regression, impulse response and variance decomposition. This study uses monthly time series data obtained from Bank Indonesia and a number of other publications.

Based on the results of impulse response, all the variables have a positive response to the shock. Based on the results of variance decomposition, the largest contribution in influencing the BI rate is variable itself with the average percentage of 66.09422%. The largest contribution in influencing the interest rate on deposits is variable BI rate of 50.39192%. The largest contribution in influencing consumer loan interest rate is variable lending rates of consumption itself by 48.83118%. The largest contribution in influencing consumer loans are consumer loans variable itself of 41.91673%. The largest contribution to GDP is variable in influencing consumer credit amounted to 58.16217%. The largest contribution in influencing inflation is the variable BI rate of 40.90585%.

Keyword : BI rate, interest rates of deposits, lending rates consumption, credit consumption, gdp, inflation, VAR