

Analisis competitiveness pada industri pertambangan sektor logam mulia dan batubara di Indonesia = Competitiveness analysis of metal and coal mining industry in Indonesia

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Abstrak

Persaingan yang semakin kuat mengharuskan perusahaan untuk meningkatkan competitiveness. Competitiveness merupakan hal penting dalam persaingan. Melalui penilaian competitiveness, perusahaan dapat mengetahui penilaian pada kemampuan operasional dan manajemen perusahaan, menganalisis kelebihan, kekurangan, dan posisi kompetitif perusahaan dalam industri. Penelitian ini membahas mengenai penilaian competitiveness pada perusahaan AM dengan menggunakan metode factor analysis dan metode cluster analysis, untuk mengetahui main competitor dan cluster dimana perusahaan dapat bersaing. Terdapat 13 variabel yang di ambil dari annual report perusahaan sebagai indikator penilaian competitiveness. Data yang digunakan adalah data annual report tahun 2009 - 2012 dari 28 perusahaan dalam industri pertambangan di Indonesia. Hasil penelitian menunjukkan bahwa perusahaan AM berada pada cluster moderate capital and moderate competition. Main competitor dari perusahaan AM adalah perusahaan TINS. Prioritas faktor yang harus diperhatikan perusahaan AM untuk meningkatkan competitiveness yaitu business efficiency, company size, dan company sustainability.

.....In recent years mining industry is becoming more competitive that makes company improves its competitiveness. Competitiveness is one of the important things in competition. Through competitiveness assesment is to make value judgments on company's operations and ability of management, additionally, analyze the company realtive competitive strengths, weakness, and competitive position in the industry. This research will explain about competitiveness assesment in AM company by using the method of factor analysis and cluster analysis, to figure out its specific position also its competitor. Research data was obtained from annual report since 2009 to 2012 of 28 mining companies in Indonesia. 13 variables were examined for competitiveness assesment based on study literature and expert rating. Factor analysis and cluster analysis shows that AM company is part of moderate capital and moderate competition cluster and its main competitor are TINS company. Further review in analysis indicates the important factors to improve competitiveness are business efficiency, company size, and company sustainability.