

## Determinan performa ekspor industri kreatif: studi kasus industri fesyen indonesia = Determinants of export performance in the creative industries: the study of Indonesian fashion industry

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### Abstrak

Penelitian ini menganalisis determinan performa ekspor industri kreatif Indonesia, khususnya industri fesyen. Pengujian dilakukan dengan berbagai determinan yang didapat dari studi terdahulu dan pengalaman pelaku industri ini. Mengaplikasikan model khusus untuk data fraksional, Papke-Wooldridge model, Peneliti secara spesifik menggunakan data level perusahaan dari statistik industri dengan klasifikasi sesuai dengan blueprint ekonomi kreatif Indonesia. Ditemukan bahwa ukuran perusahaan, upah pekerja, juga peran pemilik asing dan bahan baku impor memiliki korelasi yang signifikan dengan performa ekspor industri ini.

<hr>This study analyzes export performance of Indonesian creative industries, especially the fashion industry. We test a range of determinants obtained from the literature and experiences of the industry. To estimate the relation between export performance and its determinants, we apply specific model for fractional data and also specifically using firm-level data from industrial statistics classified by blueprint of Indonesian creative industry. Our analysis points that size of the company, cost of workers, also role of foreign owners and imported raw materials have significant correlation with the export performance of the industry.