

Pengaruh demand, harga baja HRC domestik dan kurs dollar terhadap penjualan HRC tahun 2010- 2013 di PT Krakatau Steel (Persero), Tbk.
= The impact of demand, HRC domestic price and dollar exchange rate against HRC sales year 2010- 2013 at PT Krakatau Steel (Persero), Tbk.

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Abstrak

[Persaingan bisnis di dalam industri baja berpotensi untuk berkembang di masa yang akan datang, terutama di pasar Indonesia. Permasalahannya yang terkait dengan topik ini adalah "Apakah terdapat hubungan antara demand, harga baja HRC domestik, dan kurs dollar terhadap penjualan HRC di PT Krakatau Steel (Persero), Tbk.?" Penelitian ini digolongkan ke dalam penelitian eksploratif dengan tujuan penelitian adalah sebagai penelitian murni. Hasil dari penelitian ini dapat dinyatakan bahwa 17,2 persen variasi dari penjualan HRC dapat dijelaskan melalui ketiga variabel independen yang digunakan dalam persamaan regresi meskipun hubungannya lemah. Sementara sisanya sebesar 82,8 persen dijelaskan oleh variabel lain yang tidak diketahui.

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Business rivalry in steel industry has been potentially growing in the future. The issue that related with the topic is "Are there any relation between demand, HRC domestic price and dollar exchange rate against HRC sales at PT Krakatau Steel Persero, Tbk.?" This research is classified as an explanation research and the purpose is pure research. The result indicates that 17.2 percent of the variations of HRC Sales can be explained by three independent variables used in the regression equation though the correlation is weak. While the rest of 82.8 percent are explained by another unknown variable., Business rivalry in steel industry has been potentially growing in the future.

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