

Konsentrasi pasar eksek kapasitas dan perilaku ancaman masuk pada pasar sinema belanda = Market concentration excess capacity and entry deterring behavior in the dutch cinema market / Maria Chrysanthy Meilina Silalahi

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Abstrak

[Skripsi ini menelaah kasus industri persinemaan Belanda untuk mengetahui apabila eksek kapasitas berhubungan dengan perilaku ancaman masuk. Eksplorasi ini dilakukan dengan replikasi parsial pendekatan empirikal mengenai bagaimana pangsa pasar mempengaruhi eksek kapasitas. Permasalahan utama yang hendak dijawab melalui skripsi ini adalah: seberapa terkonsentrasinya pasar industri persinemaan di Belanda dan bagaimana keadaan tersebut berhubungan dengan eksek kapasitas. Selain itu dapat ditambahkan juga bahwa skripsi ini menyelidiki apabila excess kapasitas yang ada didalam industri dapat dibenarkan sebagai strategi ancaman masuk atau memenuhi penjelasan alternatif lainnya. ;This thesis examines the case of cinema industry in the Netherlands and whether excess capacity is related to entry-deterring behavior by attempting to partially replicate the empirical approach on how market share affects the excess capacity. The main questions this thesis set out to answer is: how concentrated is the cinema industry in the Netherlands and how does it corresponds in relation to idle/excess capacity. In addition to that, this thesis would also like to explore whether the excess capacity in the industry justifiably constitutes as entry deterrence strategy or seems to satisfy other alternative explanations., This thesis examines the case of cinema industry in the Netherlands and whether excess capacity is related to entry-deterring behavior by attempting to partially replicate the empirical approach on how market share affects the excess capacity. The main questions this thesis set out to answer is: how concentrated is the cinema industry in the Netherlands and how does it corresponds in relation to idle/excess capacity. In addition to that, this thesis would also like to explore whether the excess capacity in the industry justifiably constitutes as entry deterrence strategy or seems to satisfy other alternative explanations.]