

Determinant Factors of Demand for Indonesia's Coffee Export in European Union

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Abstrak

Tesis ini memiliki tujuan untuk mengidentifikasi dan menganalisa faktor- faktor yang mempengaruhi permintaan ekspor kopi Indonesia dan untuk mengetahui dampak regulasi Ochratoxin terhadap permintaan ekspor kopi Indonesia di Uni Eropa. Spesifikasi model menggunakan pendapatan riil, harga ekspor kopi Indonesia, harga ekspor kopi Brazil, harga ekspor kopi Vietnam, tarif impor dan dummy regulasi Ochratoxin sebagai variabel independen. Penelitian ini menggunakan data panel yang mengikut sertakan jumlah time series sebanyak 24 kuartal periode tahun 2003-2008 dan 15 negara sebagai data cross section. Spesifikasi model terbaik dari permintaan ekspor kopi Indonesia dihasilkan melalui uji F atau uji Chow dan uji Hausman adalah Model Random Efek. Hasil estimasi menyimpulkan bahwa pendapatan riil dari negara mitra, harga ekspor kopi Indonesia, harga ekspor kopi Brazil, harga ekspor kopi Vietnam, tariff impor negara mitra secara signifikan mempengaruhi permintaan ekspor kopi Indonesia di Uni Eropa. Sementara itu, regulasi Ochratoxin tidak signifikan mempengaruhi permintaan ekspor kopi Indonesia di Uni Eropa. Penurunan permintaan ekspor kopi Indonesia disebabkan karena faktor harga kopi Indonesia dan preferensi konsumen Uni Eropa pada kopi Arabica. Dalam penelitian ini, disarankan agar pemerintah dan pemangku kepentingan untuk lebih memperhatikan faktor-faktor yang mempengaruhi permintaan ekspor kopi Indonesia, meningkatkan kualitas kopi dan membuat terobosan pasar baru di Uni Eropa.

This thesis has objectives to identify and analyze the determinant factors of demand for Indonesia's coffee export and to identify the impact of the implementation of European Union's regulation on Ochratoxin A on demand for Indonesia's coffee export in European Union. The specification model uses real income, export price of Indonesia's coffee and export price of Brazil's coffee, export price of Vietnam's coffee, import tariff and dummy of Ochratoxin regulation as independent variables. This research applies panel data using 24 time series in period of 2003-2008 (quarterly) and 15 countries as cross section. The best model of demand for Indonesia's coffee export which is resulted by using F-test/Chow and Hausman test is Random Effect Model. The estimation result concludes that real income of partner countries, export price of Indonesia's coffee, export price of Brazil's coffee, export price of Vietnam's coffee and import tariff of partner countries significantly influence demand for Indonesia's coffee export in European Union. Meanwhile, European Union's Ochratoxin regulation insignificantly influences demand for Indonesia's coffee export in European Union. The declining of demand for Indonesia's coffee export is caused by factor of price of Indonesia's coffee and the preferences of European Union consumers on Arabica coffee. This research recommends the government and stakeholders to concern factors which influence demand for Indonesia's coffee export, enhance the quality of coffee, as well as making new market penetration in European Union countries.