

Indonesian trade promotion center anggaran kinerja dan permintaan ekspor non migas Indonesia = Indonesian trade promotion center performance budgeted and Indonesian non oil and gas demand

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Abstrak

ABSTRAK

Penelitian ini dilakukan untuk menganalisa komponen anggaran gaji dan operasional kantor, anggaran promosi, anggaran pengamatan pasar, dan anggaran dukungan teknis kantor ITPC di 18 negara sehingga dapat diketahui pengaruh dan efektifitas komponen-komponen anggaran tersebut terhadap permintaan ekspor non migas Indonesia selama periode 2005-2013. Hasil estimasi menemukan bahwa setiap 1% kenaikan total anggaran ITPC akan meningkatkan rata-rata ekspor non migas Indonesia di negara-negara yang memiliki kantor ITPC sebesar \$63.6 juta (ceteris paribus).

Walaupun secara total anggaran kantor ITPC berpengaruh positif dan signifikan terhadap peningkatan ekspor non migas, namun terdapat dua komponen anggaran, yaitu anggaran promosi dan pengamatan pasar yang tidak menunjukkan pengaruh dan signifikansi. Besaran komposisi masing-masing komponen anggaran ITPC sebaiknya diformulasikan kembali agar dapat lebih mendukung kegiatan ITPC sebagai lembaga promosi produk Indonesia di luar negeri.

<hr><i>ABSTRACT</i>

This research aims to analyzes components of salary and operational office budget, promotion, market survey, and technical support of ITPC budget in 18 countries so that it can be seen the influence and the effectiveness of components the budget to the demand for exports non-oil and gas Indonesia over the period 2005-2013. The estimation results found that every 1% rise in ITPCs total budget will raise \$63.6 million on the average of Indonesia export non oil and gas in the ITPC countries (ceteris paribus).

Although budget of ITPCs in total have had a positive impact and significant on exports non-oil and gas, but there were two components budget, namely Promotion and Market Research who shows no influence and significance to exports. The amount of each components ITPCs budget should be reformulated, so it can provide more support the work ITPC as an institution that promote Indonesian products abroad.</i>