

Analisis daya saing minyak atsiri Indonesia terhadap kinerja ekspor ke-10 negara tujuan ekspor = The analyzes competitive effects of Indonesian essential oil exports performance in ten export destinations / Widya Sandi Pinem

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Abstrak

**ABSTRAK**

Tesis ini menganalisa pengaruh daya saing terhadap kinerja ekspor minyak atsiri Indonesia pada sepuluh negara tujuan ekspor. Metode yang digunakan adalah regresi data panel dan wawancara. Hasil penelitian menunjukkan bahwa daya saing mempengaruhi kinerja ekspor minyak atsiri Indonesia pada sepuluh negara tujuan utama secara positif. Berdasarkan perhitungan RCA Dinamis pada negara Amerika Serikat, India, Cina, Perancis, Belanda, Spanyol, Swiss, Inggris dan Jerman diketahui minyak atsiri Indonesia masuk dalam kategori Rising Star, artinya minyak atsiri Indonesia memiliki keunggulan daya saing pada negara-negara tersebut. Di Singapura, minyak atsiri Indonesia masuk dalam kategori Lagging Opportunity, artinya minyak atsiri Indonesia kehilangan peluang pasarnya

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**ABSTRACT**

This thesis analyzes competitive effects of Indonesian essential oil exports performance in ten export destinations. By using regression panel data and interviews. The results showed that the competitiveness influence the Indonesian essential oil export performance in ten main destination countries. Based on RCA Dynamic calculations on the United States, India, China, France, the Netherlands, Spain, Switzerland, the UK and Germany are known Indonesian essential oil in the category of Rising Star, which means the essential oil Indonesia has a competitive advantage in these countries. In Singapore, Indonesia essential oil into the category Lagging Opportunity, means the essential oil Indonesia lost market opportunities.