

Hubungan cultural distance dan perdagangan: studi kasus pada kerja sama ekonomi asia-pacific apec = Relation of cultural distance and trade case study for asia pacific economic cooperation apec

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Abstrak

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Sebelum konsep cultural distance dikembangkan, konsep distance dalam perdagangan terfokus kepada geographical distance. Perbedaan norms, values, serta beliefs merupakan cultural distance yang berpotensi memunculkan trade cost sehingga menurunkan perdagangan. Variabel dari World Values Survey seperti trust, respect, control, dan obedience digunakan sebagai indikator cultural distance untuk menganalisis hubungan cultural distance dan perdagangan di dalam kawasan ekonomi APEC. Sebanyak 6,728 observasi digunakan dengan periode penelitian tahun 1990-2013, pertama-tama penelitian ini menggunakan metode estimasi pooled-effect OLS. Namun hasil dari pooled-effect OLS berpotensi mengandung endogenitas, sehingga penelitian ini menggunakan 3SLS sebagai strategi empiris dalam mengatasi endogenitas. Hasil estimasi menunjukkan cultural distance tidak berpengaruh terhadap perdagangan di dalam kawasan APEC, tetapi perdagangan di dalam kawasan ekonomi APEC terbukti mampu menurunkan keengganan berdagang yang muncul akibat cultural distance.

<i>ABSTRACT</i>

Before the concept of cultural distance has been developed, the concept of distance in the trade has focused on geographical distance. The Differences of norms, values, and beliefs are forms of cultural distance that have potential to generate trade cost, thus lowering trade. Variables from World Values Surveys such as trust, respect, control, and obedience are used as indicators of cultural distance to analyze cultural distance and trade relations within APEC economies. A total of 6,728 observations were used for the period of 1990 2013, first of all this research used the pooled effect OLS estimation method. However, the result of pooled effect OLS potentially contains endogeneity, so this study uses 3SLS as an empirical strategy in overcoming endogeneity. The estimation result shows that cultural distance has no impact within the APEC economic region, on the other hand trade within the APEC economic region decreases the reluctance of trading that occurs due to cultural distance.</i>