

Pengaruh Karakteristik Kawasan Industri Terhadap Keputusan Ekspor Perusahaan Industri Manufaktur Indonesia = The Role of Industrial Estate Characteristics in Export Decision of Manufacturing Firms in Indonesia

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Abstrak

Kawasan industri dapat mempengaruhi keputusan perusahaan untuk mengekspor melalui fasilitas yang lebih baik dan ekonomi aglomerasi. Studi ini meneliti apakah keputusan ekspor perusahaan di kawasan industri lebih baik daripada di luar kawasan industri. Kemudian melihat lebih jauh karakteristik kawasan industri seperti apa yang menentukan keputusan perusahaan untuk melakukan ekspor.

Metode treatment effect digunakan untuk membandingkan keputusan perusahaan untuk mengekspor di dalam dan di luar kawasan industri. Model probit dikembangkan untuk menilai bagaimana karakteristik industri (jarak pelabuhan, kapasitas pelabuhan, listrik, air, jumlah penyewa dan insentif fiskal) mempengaruhi keputusan ekspor perusahaan. Untuk memperkuat analisis kuantitatif, kami melakukan analisis kualitatif melalui wawancara mendalam dengan pengelola kawasan industri, Himpunan Kawasan Industri dan institusi terkait.

Hasil penelitian menunjukkan bahwa keputusan perusahaan untuk mengekspor di kawasan industri lebih tinggi daripada di luar kawasan industri. Pada tingkat nasional, karakteristik kawasan industri yang mempengaruhi keputusan ekspor perusahaan adalah sumber air, dan insentif fiskal. Di tingkat daerah, terutama di wilayah Jabotabek+, hampir semuanya berpengaruh kecuali kapasitas pelabuhan. Infrastruktur seperti sumber listrik dan air berpengaruh positif terhadap keputusan perusahaan untuk melakukan ekspor. Ekonomi aglomerasi yang diwakili oleh jumlah perusahaan manufaktur dan kebijakan fiskal pemerintah efektif dalam meningkatkan keputusan ekspor perusahaan.

.....The industrial estate might influence the firms decision to export through better facilities and agglomeration economies. This paper investigates whether firms export decision in the industrial estates is better than outside. We then assessed on how the industrial estate characteristics determined firms decision to export.

Treatment effect methods were used to compare firms decision to export inside and outside of the industrial estate. A probit model was developed to assess how industrial estate characteristics (port distance, port capacity, electricity, water, the number of tenants and fiscal incentive) affected firms export decision. To strengthen the quantitative analysis, we conducted a qualitative analysis through in-depth interviews with the industrial estate top level managers and related institutions.

The results showed that firms decision to export in the industrial estate was higher than outside the industrial estates. At the national level, characteristics of the industrial estate that affected firms export decision were water source, and fiscal incentives. At the regional level, especially in the Greater Jakarta area, almost all of

them were affecting unless the port capacity. Infrastructures such as electricity and water source were positively affected the firms decision to export. Agglomeration economies which were represented by the number of manufacturing firms and government fiscal policy was effective in increasing export decision of firms.