

# Efek Trade Agreement Terhadap Kinerja Ekspor Perusahaan Palm oil dan Produk Turunannya: Studi Kasus Indonesia = The Effects of Trade Agreements on the Export Performance of Palm oil Companies and Their Derivative Products

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## Abstrak

Studi ini bertujuan untuk menganalisis efek trade agreement melalui tarif preferensi dan Non Tariff Measure (NTM) terhadap kinerja ekspor perusahaan palm oil dan produk turunannya. Objek penelitian terdiri dari empat negara China, India, Malaysia dan Pakistan pada periode 2012-2021. Metode estimasi menggunakan Poisson Pseudo Maximum Likelihood (PPML). Hasil estimasi menunjukkan dampak dari penurunan tarif preferensi sebesar 1 poin persentase dapat meningkatkan nilai ekspor perusahaan sebesar 2.07%, peningkatan jumlah kumulatif SPS (Sanitary and Phytosanitary) di negara importir sebesar 1% dapat meningkatkan nilai ekspor perusahaan sebesar 1.93%, dan peningkatan jumlah kumulatif TBT (Technical Barriers to Trade) di negara importir sebesar 1% dapat meningkatkan nilai ekspor perusahaan sebesar 1.82%.

.....This study aims to analyze the effects of trade agreements through preferential tariffs and Non Tariff Measure (NTM) on the export performance of palm oil companies and their derivative products. The research object consists of four countries China, India, Malaysia and Pakistan in the period 2012-2021. The estimation method uses Poisson Pseudo Maximum Likelihood (PPML). The estimation results show that the impact of a decrease in preference tariffs by 1 percentage point can increase the company's export value by 2.07%, an increase in the cumulative number of SPS (Sanitary and Phytosanitary) in importing countries by 1% can increase the company's export value by 1.93%, and an increase in the cumulative number of TBT (Technical Barriers to Trade) in importing countries by 1% can increase the company's export value by 1.82%.