

## SUMMARY

**FADHLAN ZUHDI.** 105040100111013. Factors Affecting The Indonesian Coffee Market Share in International Market. Supervised by Dr. Ir. Syafrial MS. and Fahriyah, SP., M.Si.

---

As an agricultural country, Indonesia has great potential in the production of commodities sourced from natural resources particularly the agricultural sector is an important element in the development of country's economy. One of the sub-sectors of agricultural crop plantations for export crops is coffee. Indonesia is one of the largest coffee producers in the world. Based on the world coffee export statistics obtained from the International Coffee Organization (ICO), Indonesia ranks as the third largest coffee exporter in the world after Vietnam and Brazil since 2009. This research aims to describe the development of Indonesian coffee export share and analyze the factors that influence to Indonesian coffee export share such as coffee plantation area in Indonesia, Indonesian coffee productivity, world coffee prices, Brazil and Vietnam coffee share.

The methods used in this study are descriptive analysis and multiple regression analysis. The variables in this study consist of exogenous and endogenous variables. Exogenous variables are Indonesian coffee plantation area, Indonesian coffee productivity, world coffee prices, Brazil and Vietnam coffee export share. Endogenous variable is Indonesian coffee export share. Type of data that used in this research is a secondary data such as coffee plantation area in Indonesia, Indonesian coffee productivity, world coffee prices, Indonesian coffee export share, Brazil coffee export share and Vietnam coffee export share data during 1993-2012. Collecting data techniques that used are documentation technique by searching secondary data contained in various media such as the Internet and scientific journals. Research was conducted from January 2014 until March 2014.

The results showed that Indonesian coffee plantation area during the period 1993-2012 had been developed tended to slow with an average increase of 0,76 percent, as well as the productivity of Indonesian coffee has increased by an average of 2,47 percent or lower among Brazil and Vietnam. The development of world coffee prices during the period 1993-2012 also showed an increase although not so high with an average of 8,57 percent. The development of the share of Indonesia's coffee exports during the period 1993-2012 had an average growth of -0,03 percent or tends to decrease. The development of the share of Indonesia's coffee exports lower than Brazil, who had an average growth of -0,01 percent (decrease) and Vietnam at 12,08 percent (increased). Based on regression tests performed, the significance value of Indonesian coffee plantation area is 0,347, Indonesian coffee productivity is 0,003, world coffee prices is 0,127, the share of Brazilian coffee exports is 0,006 and the share of Vietnamese coffee export is 0,010. Tests were conducted at the 0.05 significance level (5 percent). Based on the significant level, it can be explained that Indonesian coffee plantation area and the world price of coffee had no significant effect on Indonesian coffee export share while the productivity of Indonesian coffee, Brazil and Vietnam coffee export share had significant effect on the of exports of Indonesian coffee.