ABSTRACT

Nova Melinda Alamsyah (01120069293)

IMPORT STRATEGY of PT. SADIKUN NIAGAMAS RAYA: A CASE STUDY of FUEL DISPENSER IMPORTATION

(xii + 79 Pages : 5 Figures : 2 Table : 5 Appendix)

Globalization is the heading generally applied to the developments in trade and information technology that have made it easier for goods and services to flow back and forth across national boundaries which has the potential to heavily influence patterns of economic mobility of industry around the world. One of the company using the importation strategy is PT. Sadikun Niagamas Raya. In this research is will discuss about IMPORT STRATEGY of PT. SADIKUN NIAGAMAS RAYA: A CASE STUDY of FUEL DISPENSER IMPORTATION and the objective of this research to describe the import strategy using by PT. Sadikun Niagamas Raya, to analyze the problem and solution face by PT. Sadikun Niagamas Raya, to know the performance of PT. Sadikun Niagamas Raya after doing import from France.

This Research is using the qualitative method with case study approach. Data gathering was performed with unstructured interview by telephone purchasing supervisor and focused interview with purchasing supervisor and staff purchasing import of PT. Sadikun Niagamas Raya, next in analyzing the evidence this research use strategy of relying on theoretical proposition. The dominant model analysis use explanation building. The factors that affect importation by PT. Sadikun Niagamas Raya are when the product they order is not manufactured in Indonesia, the product has a good a quality and demand by customer, and less government regulation which regulated by official process by Harmonized Systems Codes (HS Code) of type product. And PT. Sadikun Niagamas Raya have a good performance doing import, they have stabilize long term Partner in France and increasing demand fuel dispenser by customer.

The main conclusion of this research are because the fuel dispenser can not produce locally, PT. Sadikun Niagamas Raya doing the right things with doing importation and all import strategies support PT. Sadikun Niagamas Raya doing importation.

Keyword: Importation, Strategy, Problem and solution, Government, Performance

Reference: 17

(1984-2007)
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