

ABSTRACT

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THE EFFECT OF TRADE BARRIERS ON EXPORT PERFORMANCE AT PT MESTIKA MAKMUR PERSADA JAYA

(xiv + 60 pages; 5 figures; 41 tables; 8 appendices)

The objective of this research is to find out whether trade barriers can give effect on export performance at PT Mestika Makmur Persada Jaya. Therefore, the company must know what trade barriers that can influence the export rates. By giving education and training, the employee can know a lot more about trade barriers.

A lot of companies nowadays are fully aware of globalization. Globalization is one of the key to maintain success and expand wider to international market. After succeeding in the domestic market, most of the companies want to grow bigger so they can enhance more profits. Hence, the companies do export activities. But they also need to know some of the trade barriers in exporting.

This research is using quantitative research design and IBM SPSS Statistics v.25 application. Moreover, several data analysis methods can be used in this research such as validity test, reliability test, normality test, linearity test, coefficient of correlation, coefficient of determination, linear regression equation, and hypothesis test.

The hypothesis test for this research is z- test (6.08) which is higher than Z-table (1.96). It shows that trade barriers impact export performance at PT Mestika Makmur Persada Jaya. Then, trade barriers have an impact 87.7% of export performance while the remains, 12.3%, is affected by other factors. Therefore, in conclusion, trade barriers have an impact towards export performance at PT Mestika Makmur Persada Jaya.

As the conclusion, from the test that has been done, there are relationships between trade variables and export performance. Hence, the government also needs to know how to make the local company to grow.

Keyword: Trade Barriers, Export Performance, International Business

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