Jurnal JOBS, Vol. 3, No.1, Oct 2017. ISSN:2461-0704,eISSN: 2467-8790
https://jurnal.polines.ac.id/index.php/jobs
Business Administration Department, Polines

THE INFLUENCE OF EXPORT PRODUCT PRICE, TOTAL PRODUCTION, AND DISTRIBUTION COST ON THE EXPORT VOLUME OF RK95-1-NB (A CASE STUDY OF DIESEL ENGINE MANUFACTURER IN PT KUBOTA INDONESIA)

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Abstract
The purposes of this research are to analyze the influence of export product price, total production, and distribution cost on export volume of RK95-1-NB Diesel Engine simultaneously and partially and to find out how many contribution of each variable. The variables mentioned in this research are export product price, total production, and distribution cost as the independent variable and export volume as the dependent variable. This research uses secondary data in the form of time series data annually starting from 2010 to 2016. The analysis methods in this research are classic assumption test (which are includes normality test, heterocedasticity test, multicollinearity test, and linearity test), T test, F test, and coefficient determination (R2). The result of structural equation is Export Volume=0,602 Export Product Price+0,402 Total Production+0,299 Distribution Cost. There is a partial influence among export product price and total production toward export volume. There is no partial influence between the distribution cost variables on export volume. The result of F test shows that there is a simultaneous influence among export product price, total production, and distribution cost on export volume RK95-1-NB Diesel Engine. The coefficient determination value (Adjusted R2 value) of the model is 0.943 (94.3%). It means that the contribution of export product price, total production, and distribution cost give contributions toward export volume RK95-1- NB diesel engine is 94.3% and the rest 5.7% is affected by other variables that are not described in this research.

Keywords: Export Product Price, Total Production, Distribution Cost, Export Volume

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Introduction

Many companies, in particular Multi National Companies, are generally profit oriented. They always try to produce goods that comply the customer needs, in order to reach their goals and maintain their welfare by producing high quality products, expanding the range of their product line, and improving the quality of the products that they sell to costumers. The main purpose of the establishment of a company can be seen from various sides, namely owners, competitors, suppliers, labor, customers, and the general public and government. In general, the purpose of the establishment ofa company is not only profit-oriented but also produces the best goods or services, increase the company performance as well as the welfare of the owner and the employment.

Daryanto (2013:1) described Marketing as a social and managerial process where individuals and groups get what they need and desire by creating, offering and freely exchanging something of value to each other. In other hand, Kotler and Keller (2012:27) defined that the Marketing Management is the art and science of choosing target, keeping and growing customer through creating, delivering, and communicating superior customer value.

To increase the export volume, the company must have an integrated marketing strategy called Marketing Mix. According to Stanston (2012:92), marketing mix is the term used to describe the combination of the four inputs that constitute the core of an organization marketing system. These four elements comprise the product offering, the price structure, the promotion activities, and the distribution system.

Product is the value created and offered by the company to meet customer needs. In addition to meet the customer needs and desires, the product is able to be a solution for customers. According to Kotler and Keller (2009:67), price is the only element of the marketing mix that generates revenue, whereas the others generate costs.

Swastha Basu (2008: 349) described that promotion is a flow of information or one-way persuasion made to influence a person or organization to an action that creates an exchange in marketing.

According to Gitosudarmo (2008: 309), Distribution is an activity that must be done by company to distribute, disseminate, and deliver the goods it is distributed to consumers. A fast and accurate distribution of a product will affect export sales because it is related to the consumers trust level towards the product. Delays in supplying goods will reduce the consumers' level of satisfaction. The distribution activities are achieved when there is sufficient distribution cost budget to be able to support the company in marketing its product to costumers.

International company is required to maintain the quantity and quality of their products. It is clear that the quantity of production is also a factor to increase or decrease export volume.

One example of a company that is concerned incredibly about their production, distribution and pricing policies is PT Kubota Indonesia. As a company engaged in the production of diesel engine, they are required to maintain the performance of their engines, thereby ensuring the quality of their product. PT Kubota Indonesia is a pioneer of high-quality diesel engine production in Indonesia, whose products are designed to fill demands from domestic and overseas consumer.

Even though the company becomes the pioneer of Manufacture Company in Indonesia, they still encounter some problems, particularly in the export volume of diesel engine RK95-1-NB. This is a major issue since most of the company's revenue is obtained through export sales. In addition, the amount of export volume of the company for seven years is fluctuative. Another factor that can cause unstable export sales volume is a less than optimal distribution activity. PT. Kubota Indonesia has only one distributor and this hinders the shipping of their products. Meanwhile, by executing distribution activity, cause the company bearing the distribution

cost. The company has not known yet in detail how much influence the cost of distribution or shipment on export sales volume.

Every Multi National Companies especially in PT Kubota Indonesia required to maintaining the quality and quantity of their product. The companies should be able to meet the production targets that have been set. The phenomenon is happening in PT Kubota Indonesia is the company is not able to fulfill the production targets or in other words the amount of production every month less than the production target of company.

PT Kubota which is the pioneer of diesel engines in Indonesia is one of the bonded zone companies in Semarang. Therefore PT Kubota Indonesia does not promote their products abroad. The product sold is a Merger product which combines the Products of the Bonded Area Production concerned as the main product with finished goods originating from imports, from other Bonded Zones and / or from other places within Customs areas. Based on Regulation of the Directorate General Of Customs And Excise NO. 57 / BC / 2011, bonded zone is:

Kawasan Berikat adalah Tempat Penimbunan Berikat untuk menimbun barang impor dan/atau barang yang berasal dari tempat lain dalam daerah pabean guna diolah atau digabungkan yang hasilnya terutama untuk diekspor.

From the above description, it can be concluded that bonded zone is a building, place, or area of a certain extent in which the business activities of the goods and materials processing industry, design activities, sorting, initial inspection, final inspection, and packing of goods and materials of import or origin of goods and materials from the Indonesian Customs Area Others, which result mainly for export purposes.

Based on the above description, the researcher is interested in composing undergraduate thesis entitled "The Influence of Export Product Price, Total Production and Distribution Cost on Export Sales Volume at PT Kubota Indonesia".

The objective of the Research

Based on the previous problem formulations, the objectives of this research are as follows:

a. To analyze the influence of the export product price, total production, and distribution cost partially on the Export Volume of RK95-1-NB diesel engine in PT Kubota Indonesia.
b. To examine the influence of the export product Price, Production, and Distribution Cost simultaneously on the Export Volume of RK95-1-NB diesel engine in PT Kubota Indonesia.

Research Methodology

Data Collecting

Methods The research method in this reseach is using secondary data. The secondary data in this research is the export volume of RK95-1-NB, the export product price, total production, and distribution cost of RK95- 1-NB from 2010 to 2016 in PT Kubota Indonesia.

Data Analysis

Method The analysis method used in this research is multiple regression analysis. Hasan (2006:74) states that multiple linear regression is linear regression where a dependent variable is associated with two or more independent variables. Multiple regression analysis is used to test or make an estimate of a problem consisting of more than One independent variable. The function of multiple linear regression is follows (Simamora, 2004:339):

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \cdots + \beta_k x_k + \varepsilon$$

Statistically the basic model used in this research is as follows:

EXVOL = β1 EXPRICE+ β2 PROD+ β3DISCOST+ ε

Description:
EXVOL :Export Volume of diesel engine in PT Kubota Indonesia.
β1,β2,β3,β4 :Partial regression coefficient.
EXPR : Export price of diesel engine RD-95-NB
PROD :Total production of RD-95-NB diesel engine.
DISCOST : Distribution Cost of RD-95-NB diesel engine.

Result and Discussion

Contain the calculation analysis result by using app SPSS 16.0.

Normality Test

Normality test aimed to test the regression model, the intruder or residual variable has a normal distribution. (Ghozali (2013: 160)). This test using statistical test by Shapiro Wilk with the significant value is 0.05. Shapiro Wilk test will use since the data is less than 50. If the significant value ≥ 0.05, it means that the data is normally distributed. While, if the significance value ≤ 0.05 it means that the data is not normally distributed. The result of normality test by using Shapiro wilk is as Table 1.

Table 1 Normality Data Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Unstandardized Residual	.234	7	.200*	.912	7	.411

Source: Data Processing Results, 2017

Table 1 show that the Shapiro value is 0.411 ≥ 0.05. It is clear that the residual data is normally distributed.

Multicolinearity Test

To detect the presence or absence of multicolinearity in the regression model is by identifying at the value of tolerance and Variance Inflation Factor (VIF). If the tolerance value > 0.1 and VIF < 10, it can be concluded that there is no multicolinierity among independent variables in the regression model.

Table 2 Multicoliniearity Data Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Export Price	0.856	1.168
Production	0.759	1.318
Distribution Cost	0.828	1.208
Dependent Variable : Export Volume (Y)		

Source: Data Processing Results, 2017

Table 2 identifies that the value of VIF at the export product price (X1), total production (X2), and Distribution Cost (X3) are less than 10 and the tolerance value are more than 0.1. It can be concluded that there is no multicolinearity among independent variable in this regression model.

Liniearity Test

According to Ghozali (2011: 169) to test the linearity of a regression model can use the Lagrange test by looking at the R square in the spss output. The result of linearity test can be identified in Table 3.

Table 3 Liniearity Test Result

Mode 1	R Square	Adjusted R Square	Std Error of the Estimate
1	.972	.943	2.15578E5

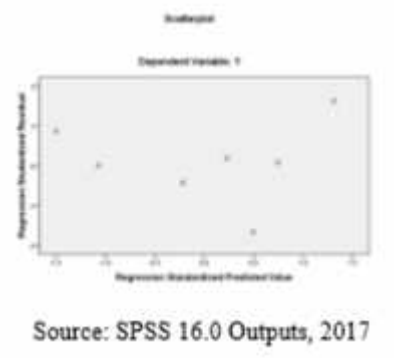
Source: Data Processing Result, 2017

Table 3 shows that the value of a R square is 0.972 with the total n=7. So the calculation of chi square is 7 x 0.972 = 6.804. It can be compared with chi square table = 12.59, the DF value is 7- 1=6 and the significant value is 0.05. Hence, the value of chi square cal is less than chi square table. So, it can be concluded that this regression model is linear.

Heterocedasticity Test

Good regression should not have heteroscedasticity. If there is a certain pattern, such as the points that exist form a certain regular pattern (wavy, widened then narrowed), then heteroscedasticity occurs. If there is no clear pattern, such as points spread above and below 0 on the Y axis, there is no heteroscedasticity in the regression model.
The result of heteroscedasticity test can be seen in the figure 1.

Figure 1. Scatterplot Graph



Source: SPSS 16.0 Outputs, 2017

Figure 1 shows that the data points spread above and below or around the 0 number. The spread of data points are not formed wavy patterns which are narrowed and widened. Thus, it can be concluded that there is no problem of heteroscedasticity. In addition to identify the heteroscedasticity test can be done by using the Glejser test. Glejser test can be conducted by comparing the absolute value of residual to independent variable. If the significant value is > 0.05, there is no heteroscedasticity in this regression model. Output of glejser test result from initial regression model can be seen in table 4.

Table 4 Glejser Test

Variabel	T Value	Significant Value
Constant	0.828	0.468
Export Price	-1.015	0.385
Production	2.568	0.383
Distribution Cost	-0.003	0.998

Source: Data Processing Results, 2017

The result of glejser test shows that all of the independent variables have a value more than 0.05, it can be concluded that this regression model does not contain heteroscedastisity.

Autocorrelation Test

A good regression model is a regression that freed from autocorrelation. The occurrence of autocorrelation is mostly found in the regression of time series data such as monthly, annual, and so on. Autocorrelation test is needed because the data in this research is in the form of time series data which are in the form of annual data from 2011 to 2016. Based on the result of output SPSS 16, the the DW value is 2.401 with the total n is 7, level of significance is 0.05 and the total independent variable is 3. Based on DW table, the value of dL is 0.367 and du is 2.2866. DW value is 0.367<2.401<2.2866 or it same that dL< d <dU. It can be concluded that there is no decision and no positive autocorrelation in this regression model.

Hypothesis Test

The purpose of hypothesis test is to determine the influence of independent variables towards the dependent variables, a T-test (partial significance test) and an F-test (simultaneous significance test) is conducted.

T Test

In this research T test is done by identifying at the value of the significant of each independent variable. If the value of significant less than 0.05, it means that H0 is rejected and Ha is accepted. In other words, independent variables partially affect the dependent variable. The result can be seen in the table 5.

Table 5 T Test

Variable	T_{count}	t_{table}	Sig. Value	Result
Export Price	5.737	2.353 36	.011	Significant
Production	3.603	2.353 36	.037	Significant
Distribution Cost	2.800	2.353 36	.068	Not Significant

Source : Processing Data Results, 2017

The hypothesis test of T test is described as follows:

1. Export Price of RK95-1-NB Diesel Engine to export volume RK95-1-NB diesel engine.

H01 : There is no significant influence between The Export Product Price (X1) and Export Volume RK95-1-NB diesel engine in PT Kubota Indonesia (Y). (H01 : $\beta 1 = 0$)

Ha1 : There is a significant influence between The Export Product Price (X1) and Export Volume RK95-1-NB diesel engine in PT Kubota Indonesia (Y). (Ha1 : $\beta 1 \neq 0$)

Table 5 identifies that t cal of export price is 5.737 and t tab is 2.35336. The sig value is 0.011. Because t cal> t tab (5.737 > 2.35336) and significant value less than 0.05 then H0 is rejected and Ha is accepted. It can be concluded that there is significant influence between export price and export volume.

2. Total Production (PROD) on Export Volume RK95-1-NB diesel engine.

H02 : There is no significant influence between The Production (X2) and Export Volume RK95-1-NB diesel engine in PT Kubota Indonesia (Y). (H02 : $\beta 2 = 0$)

Ha2 : There is a significant influence between The Production (X2) and Export Volume RK95-1- NB diesel engine in PT Kubota Indonesia (Y). (Ha2 : $\beta 2 \neq 0$)

Table 5 shows that the value of t cal production is 2800 and t tab is 2.35336, while the significant value is 0.037. Since t cal> t tab (2,800 > 2.35336) and the significant value less than 0.05, then H0 is rejected and Ha is accepted. It can be concluded that there is a significant influence between the total production and the export volume. In other word, if the foreign demand increase, then the total production of RK95-1-NB will increase as well.

3. Distribution Cost (DISCOST) to Export Volume RK95-1-NB

H03 : There is no significant influence between Distribution Cost (X3) and Export Volume RK95-1-NB diesel engine in PT Kubota Indonesia (Y). (H03 : $\beta 3 = 0$)

Ha3 : There is significant influence between Distribution Cost (X3) and Export Volume RK95-1- NB diesel engine in PT Kubota Indonesia (Y). (Ha3 : $\beta 3 \neq 0$)

Table 5 shows that t cal of distribution cost is 3.603 and t tab is 2.35336 while the significant value is 0.068. Because t cal> t tab (3.603>2.35336) and significant value more than 0.05, then H0 is accepted and Ha is rejected. It can be concluded that there is no significant influence between distribution cost and export volume.

F Test

F test is a method in statistic used to test the influence of all free variables in multiple (simultaneously) to the dependent variable. The criteria of F test result with a significant level of 5% (a = 0.05) is as follows:

1. If F cal> F table, then H04 is rejected and Ha4 is accepted, means that each independent variable simultaneously have asignificant influence on the dependent variable.
2. If F cal< F table, then H04 is accepted and Ha4 is rejected, which means that each independent variable simultaneously does not have a significant influence on the dependent variable.

The simultaneous test result in this research is as follows: X1, X2, X3 towards Y

The hypothesis is as follows:

H04 : There is no significant influence on The Export Product Price (X1), The Production (X2), and Distribution Cost (X3) to the Export Volume RK95-1-NB in PT Kubota Indonesia (Y). (H04 : $\beta 1 = \beta 2 = \beta 3 = 0$)

Ha4 : There is a significant influence on The Export Product Price (X1), The Production (X2), and Distribution Cost (X3) to the Export Volume (Y). (Ha4 : $\beta 1 \neq \beta 2 \neq \beta 3 \neq 0$)

From the test result, the value of F cal is 34.3699, F table is 9.28 with probability 0.008. It is known if F cal> F table (34.3699>9.28) and the significant value of 0.008 is less than 0.05. It can be concluded that H04 is rejected and Ha4 is accepted, it means that the export product price, total production, and distribution cost significantly influence the export volume of RK95-1-NB diesel engine.

Multiple Linear Regression

Multiple linear regression analysis is used to determine the influence of a number of independent variables to the dependent variable or to predict the value of dependent variable based on the value of the independent variables. The result of multiple linear regression analysis can be seen in the table 6.

Table 6 The Result Of Multiple Linier Regression Processing

R Square	.972		
R Square Adjusted	.943		
F	34.369		
Sig. (F)	.008[a]		
Variable	Standardized Coefficient Beta	T	Sig.
(Constant)		-5.071	.015
EXPR	.602	5.737	.011
PROD	.402	3.603	.037
DISCOST	.299	2.800	.068

Source: Data Processing Results, 2017

The multiple regression equations is:

EXVOL = 0,602EXPR + 0,402PROD + 0,299DISCOST

Description:
EXVOL = Export volume of RK95-1-NB
EXPR = Export Product Price of RK95-1-NB
PROD = Total Production of RK95-1-NB
DISCOST = Distribution Cost of RK95-1-NB

The equation of the above regression is as follows:

1. The regression coefficient value of export product price (X1) to export volume (Y) is 0.602. Export volume of RK95-I-NB diesel engine will increase at any additional export price of RK95-1- NB diesel engine. It means that, if the export product price of RK95- 1-NB diesel engine increase by 1 USD, the export volume will significantly increase by 0.602 USD with the assumption that the total production and distribution cost are constant.
2. The regression coefficient value of total production (X2) to export volume (Y) is 0.402. Export volume of RK95-I-NB diesel engine will increase at any additional total production of RK95-1-NB diesel engine. It means that, if the total production of RK95-1-NB diesel engine increase by 1 Unit, the export

volume will significantly increase by 0.402 USD with the assumption that the export product price and distribution cost are constant.

3. The regression coefficient value of Distribution Cost (X3) to export volume (Y) is 0.299. Export volume of RK95-I-NB diesel engine will increase at any additional distribution cost of RK95-1-NB diesel engine. It means that if distribution cost (X3) increase by 1 USD, the export volume (Y) will increase by 0.299 USD. Based on the analysis results, it can be concluded that distribution cost does not have significant influence to export volume of RK95-1-NB diesel engine in PT Kubota Indonesia.

Coefficient Of Determination

The coefficient of determination is used to find out how much the contribution of independent variable (export product price, total production, and distribution cost) towards dependent variable (export volume). Adjusted R Square result with statistical calculations using SPSS 16 can be identified in the following table 7.

Table 7 Result Of Determination Coefficient

Variable	Total of Influences on Variables (Y)	Total of Influence on the Other Variables Against (Y)
Export Product Price, Production, and Distribution Cost	94,3%	5,7%

Source : Processing Data Result, 2017

Table 7 shows that R Square Adjusted is 0.943. It is clear that the independent variables (price of export products, production, and distribution costs) are able to explain the dependent variable (export volume) of 94.3%. That is, 94.3% of the export volume is explained by the price of export products, production, and distribution costs. Whereas, the rest 5.7% of the export volume are explained by the other variables not examined in this research.

Research Implication

Based on the descriptive analysis of this research, the export product price, total production, and distribution cost influence the export volume of RK95-1-NB diesel engine in PT Kubota Indonesia. The result of the research shows that the contribution of export price, total production, and distribution cost toward export volume of RK95-1-NB diesel engine is 94.3%, while the rest 5.7% is influenced by other factors.

T-test (partial) shows both the export product price and total production has a positive significant influence to the export volume of RK95-1-NB diesel engine. While the distribution cost has a positive but not significant influence on export volume of RK95-1-NB diesel engine. In other word, the large distribution activity, high or low distribution cost does not influence the export volume of RK95-1-NB because the company has an accurate overseas vendor among the worlds.

The analysis result in this research shows that export product price has positive and significant influence on export volume of RK-95-1-NB diesel engine. It is similar with Soekartawi's theory (2005), who said that the international price and exchange rate are two significant factors affecting commodity export. This shows that the price is an important factor to a company. Based on the analysis, it can be implied that the management of PT. Kubota Indonesia should pay more attention to the export price of

diesel engine because this variable has a more dominant influence on the export volume of RK95-1-NB diesel engine. It indicates that the Importer is very concerned about the price offered by the Exporter. This is in accordance with Soekartawi (2005), who stated that the relationship between international price and export volume can be identified when the commodity price in global market is higher than the domestic market, therefore number of export commodity would continually increase. Recently, the problem of declining export volume has gotten less attention from exporters. Therefore, in order to solve the problem, it is necessary for the exporters particularly PT Kubota Indonesia to improve their effort to increase or maintain the export volume by making improvement on the export price of diesel engines offered. By making improvement on these variables, it is expected that the export volume will increase or at least remain stable.

Lindert's (1994) explained that when the influence of productive conditions in each country is different, it would be moreadvantageous to trade internationally. This is one factor that causes a high domestic production the country will do more exports. This statement is also confirmed by Komalasari (2009), who said that the increasing of production positively influence the export volume. As production increase, domestic and overseas supply also increases. This theory accordance with the result of the research, the result shows that there is a significant influence of total production and export volume of RK95-1-NB. In fact, not every diesel engine has a consistent good quality and certain products do not meet the quality standards set by the importer. From the results of the analysis, it can be implied that PT Kubota Indonesia must always produce the best quality diesel engine, therefore there is an increase in export through better quality control system. Thus, it will increase the export potential of diesel engines in the future.

PT Kubota Indonesia should protect the quality of their product. This research is similar to Hamdani's theory (2012), which explained that the ability of products produced for export should have a high potential for competing in the global market. From this result, it can be seen that the distribution cost has no significant influence on the export volume of RK95-1-NB. Due to the large distribution cost incurred either the high or low distribution cost does not influence the export volume at PT Kubota Indonesia because there has an accurate overseas vendor. In contrast to Pakpahan (2009) theory in Kadek (2014), it is said that the greater the cost of distribution, the greater the sales. This finding implies that with the increase in distribution costs, sales volume will also increase. PT Kubota Indonesia needs to maintain and even increase its distribution activities so that the sales volume will increase. PT Kubota Indonesia needs to improve its services, especially handling costs to achieve company goals. More efforts are needed to create repurchase and improve the purchase decision of RK95-1-NB diesel engine in PT. Kubota Indonesia. Furthermore, PT. Kubota Indonesia needs to expand their market not only in ASEAN countries but also in other countries such as America and other countries in Europe. Therefore, the demand for diesel engine export will also increase.

Conclusion and Recommendation

Conclusion

The conclusion in this research is:

a. Three independent variables are used for the analysis result i.e. export product price, total production, and distribution cost. Meanwhile, the dependent variable is export volume of RK95-1-NB diesel engine. The result shows that the export product price and the total production have positive and significant influence on export volume of RK95-1-NB diesel engine, while the distribution cost has no

significance influence on the export volume of RK95-1- NB diesel engine.

b. Based on the F test results, the significant value of F is 0.008 <0.05 with the value of F cal 34.369. Simultaneously, the hypothesis is accepted which means that the export product price, the total production, and the distribution cost have a significant influence on the export volume of the RK95-1-NB diesel engine. The coefficient determination value (Adjusted R2 value) of the model is 0.943 (94.3%). It means that the contribution of export product price, total production, and distribution cost toward export volume of RK95-1-NB diesel engine is 94.3% and the rest 5.7% is affected by other variables that are not described in this research. The variable that is more influenced toward export volume of RK95-1-NB diesel engines in PT. Kubota Indonesia is export product price variable, with the regression coefficient value of 0.602.

Recommendation

The recommendation in this research is as follows:

a. PT. Kubota Indonesia needs to put more emphasis on the management of export product price of RK95-1- NB offered to the importer (buyer) so that export volume RK95-1-NB would steadily increase.

b. PT. Kubota Indonesia needs to observe and examine the purchasing power of costumers from various countries in order to provide good price quotes for the importers.

c. Even though the distribution cost does not has any significant influence to the volume export of RK95-1NB diesel engine, PT Kubota Indonesia is recommended to continue monitoring the distribution activities of the product and optimizing distribution cost may increase export volume.

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