ABSTRACT

ANALYSIS OF EXPORT DETERMINANTS THE INDONESIAN FOOD AND BEVERAGE INDUSTRY FROM 2007-2021

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This study aims to determine the effect of the exchange rate, inflation, and foreign investment partially and simultaneously on the exports of the food and beverage industry in Indonesia in 2007-2021. The method used in this study is multiple linear regression analysis with a quantitative descriptive approach and data typestime series. The results of this study indicate that partially the exchange rate and foreign investment have a significant positive effect. While inflation has a significant negative effect. Simultaneously the exchange rate, inflation, and foreign investment have a significant effect.

Keywords: export, exchange rate, inflation, foreign investment.

ABSTRAK

ANALISIS DETERMINASI EKSPOR INDUSTRI MAKANAN DAN MINUMAN INDONESIA TAHUN 2007-2021

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Penelitian ini bertujuan untuk mengetahui pengaruh nilai tukar, inflasi, dan penanaman asing secara parsial dan simultan terhadap ekspor industri makanan dan minuman di Indonesia tahun 2007-2021. Metode yang digunakan pada penelitian ini yaitu metode analisis regresi linear berganda dengan pendekatan deskriptif kuantitatif dan jenis data *time series*. Hasil penelitian ini menunjukkan bahwa secara parsial nilai tukar dan penanaman modal asing berpengaruh positif signifikan. Sedangkan inflasi berpengaruh negatif signifikan. Secara simultan nilai tukar, inflasi, dan penanaman modal asing berpengaruh signifikan.

Kata kunci : ekspor, nilai tukar, inflasi, penanaman modal asing.