

ABSTRACT

**DETERMINATION OF INDONESIAN COFFEE
EXPORTS TO THE UNITED STATES
PERIOD 1995-2024**

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This study aims to analyze the influence of the exchange rate, international coffee prices, the Fed's interest rate, the United States' economic growth rate, Indonesian coffee production, and coffee consumption in the United States on Indonesian coffee exports to the United States for the period 1995–2024. This study uses a quantitative method with secondary data sourced from BPS, the World Bank, the International Coffee Organization (ICO), and the Federal Reserve Bank, and analyzed using multiple linear regression. The results show that partially the exchange rate, international coffee prices, and Indonesian coffee production have a significant effect on Indonesian coffee exports, while the Fed's interest rate, United States economic growth, and coffee consumption have no significant effect, but simultaneously all variables have a significant effect. The implications of this study emphasize the importance of maintaining exchange rate stability and increasing Indonesian coffee production and competitiveness in order to encourage increased exports and prosperity in the plantation sector.

Keywords: Exchange Rate, International Coffee Price, Fed Interest Rate, United States Economic Growth Rate, Coffee Production, Coffee Consumption, Coffee Exports.

ABSTRAK

DETERMINASI EKSPOR KOPI INDONESIA KE AMERIKA SERIKAT PERIODE 1995-2024

Oleh

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Penelitian ini bertujuan untuk menganalisis pengaruh nilai tukar, harga kopi internasional, suku bunga The Fed, laju pertumbuhan ekonomi Amerika Serikat, produksi kopi Indonesia, dan konsumsi kopi di Amerika Serikat terhadap ekspor kopi Indonesia ke Amerika Serikat periode 1995–2024. Penelitian ini menggunakan metode kuantitatif dengan data sekunder yang bersumber dari BPS, World Bank, International Coffee Organization (ICO), dan Federal Reserve Bank, serta dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial nilai tukar, harga kopi internasional, dan produksi kopi Indonesia berpengaruh signifikan terhadap ekspor kopi Indonesia, sedangkan suku bunga The Fed, pertumbuhan ekonomi Amerika Serikat, dan konsumsi kopi tidak berpengaruh signifikan, namun secara simultan seluruh variabel berpengaruh signifikan. Implikasi penelitian ini menegaskan pentingnya menjaga stabilitas nilai tukar dan meningkatkan produksi serta daya saing kopi Indonesia guna mendorong peningkatan ekspor dan kesejahteraan sektor perkebunan.

Kata Kunci : Nilai Tukar, Harga Kopi Internasional, Suku Bunga The Fed, Laju Pertumbuhan Ekonomi Amerika Serikat, Produksi Kopi, Konsumsi Kopi, Ekspor Kopi.