

ABSTRACT

ANALYSIS OF MARKET STRUCTURE AND CONNECTION OF BUSINESS PERFORMANCE WITH WOVEN BIRDCAGE INDUSTRY IN HADUYANG VILLAGE NATAR SUBDISTRICT LAMPUNG

By

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The development of small and medium industries in Indonesia is very rapid considering the role of industry create business opportunities. These include research goals to determine market structure and determine the performance of companies birdcage Haduyang village Natar subdistrict, South Lampung.

Based on calculations by the index herfindahl and market share result in that market occurred in 61 industries in the district Natar is a kind of monopolistic competition. Performance birdcage woven industry in the Haduyang village Natar Subdistrict of South Lampung have concluded either based on the average significance test with the results of the profitability index on average by 62.2%. Based on the calculation results can be seen that the concentration index has a hard positive correlation with the profitability of the largest companies.

Keywords : Market Share, Index Herfindahl, Profitability, Marker Structure, Performance