ABSTRACT

BUSINESS STRATEGY IMPLEMENTATION CONDUCT AND BUSINESS RELATIONSHIP WITH IMPROVED PERFORMANCE PRODUCTION IN CENTRAL KERUPUK LAMPUNG TENGAH

By

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Industrialization is one pathway activity in improving the welfare of the people better. This study aimed to calculating the level provisions every strategy implemented by employers in the Industry Kerupuk of Kecamatan Trimurjo, knowing the relationship of variable product strategy, variable pricing strategies, variable marketing strategies, variable service strategy and the strategy collaboration on the performance of business and see how big influence between the independent variables on the dependent. In this study, using validity for each question, partial correlation analysis to determine how much the level correlation of every strategy applied in companies with business performance to be achieved, the next test is jointly or simultaneously is jointly calculate correlation of the overall strategy of the business performance and r square is used to determine the percentage contribution of simultaneous influence of independent variables on the dependent variable. Based on the theory that the approach SCP Structure, Conduct and Performance Markets. That in industrial economics between market structure, conduct, and performance has a very close relationship correlation. On one side of the market structure determines conduct industrial companies, and industrial companies conduct determine the state of the market performance. From the results of the calculations showed that the estimation these variables are jointly affect the business performance of 56,80% and the remaining 43,20% influenced by other variables outside the research. From the research also showed that the independent variables (X_i) affect business performance variable (Y) is positive and significant. This means that the variable conduct / strategy of the company in line with the performance variables where if conduct the company / good strategy then business performance will be good also.

Keywords: Kerupuk Industry, Conduct, Performance Markets, Market Structure, and SCP.