ABSTRACT

THE ANALYSIS OF THE BUSINESS COMPETITION LEVEL AND ITS EFFECT ON THE PERFORMANCE OF INDUSTRY PRESS IN TILE PRINGSEWU COUNTY

BY

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The Pringsewu county that lies between the Pesawaran and Tanggamus county has potential industries which one of them is press roof tile industry. The high rate of population growth makes the need for housing is increasing. This makes the demand for building materials has increased. Roof tile as one of the main material for building the settlement gets the positive impact of the increasing demand for these settlements so the demand for roof tile is increasing and it makes the development of that area is increasing also. This study is aimed to know the level of competition and performance and also to determine whether the level of competition affects the company's performance in the press roof tile industry in pringsewu county. The sampling technique of this study is determined by using non-probability sampling method and purposive method. By using non-probability sampling method and using purposive sampling method, the sample size in this study is determined by using Slovin formula. The Reason for using this formula is to obtain a representative and right sample or closer to the existing population. The analytical method used is the calculation of market share, the Herfindahl Index, the profitability and correlation index.

Based on the calculation of market share and the Herfindahl Index show the level of competition at the press roof tile industry is monopolistic competition, whereas the profitability index calculation shows good profitability because most of craftsmen are able to get the profit with the average index of profitability of the company to 50%. The Result shows that the business competition level has the close and positive correlation to the company's performance as much as 0.635

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