

ABSTRACT

EXPORT FUNCTION MODELS OF LAMPUNG COFFEE

By

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The purpose of this research is to find out the influence of the world coffee price, the price of substitute goods, and the revenue of importing country to coffee export value of Lampung Province. This research was conducted using secondary data. Data obtained through the Central Bureau of Statistics (BPS), Directorate General of Plantation, Ministry of Agriculture, World Bank, and other sources. The data used are time series data in the form of annual data in the period of 1990-2016. The data were analyzed by using Ordinary Least Square (OLS) method. Based on the results of this research, it can be concluded that the independent variables, world coffee price (X1), the price of substitute goods (X2), and importing country's revenue (X3) have positive and significant effect on coffee export value (Y).

Keywords: Coffee, Export, GDP, Price, Substitute Goods, World Price

ABSTRAK

MODEL FUNGSI EKSPOR KOPI LAMPUNG

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Tujuan penelitian ini untuk mengetahui bagaimana pengaruh harga kopi dunia, harga barang substitusinya, dan pendapatan negara pengimpor kopi Lampung terhadap nilai ekspor kopi Provinsi Lampung. Penelitian ini dilakukan dengan menggunakan data sekunder yang diperoleh melalui Badan Pusat Statistik (BPS), Direktorat Jendral Perkebunan, Kementerian Pertanian, Worldbank, dan sumber-sumber lainnya. Data yang digunakan adalah data *time series* berupa data tahunan pada periode 1990-2016. Data dianalisis dengan menggunakan metode *Ordinary Least Square (OLS)*. Berdasarkan hasil penelitian, dapat disimpulkan bahwa variabel bebas harga kopi dunia (X1), harga barang substitusinya (X2), dan pendapatan negara pengimpor kopi Lampung (X3) berpengaruh positif dan signifikan terhadap nilai ekspor kopi Provinsi Lampung (Y).

Kata kunci: Kopi, Ekspor, Harga, Barang Substitusi, Harga Dunia, PDB