

ABSTRAK

PENERAPAN KEBIJAKSANAAN PERUSAHAAN DAN PENGARUHNYA TERHADAP KINERJA USAHA INDUSTRI PAPAN BUNGA *FLORIST* DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui struktur pasar, capaian kinerja usaha dan pengaruh kebijaksanaan perusahaan seperti harga, produk, pemasaran dan promosi, kerjasama, dan pelayanan terhadap kinerja usaha pada industri papan bunga *florist* di Kota Bandar Lampung. Analisis data dilakukan dengan menggunakan model *Ordinary Least Square* (OLS). Hasil dari penelitian ini antara lain; struktur pasar industri papan bunga *florist* di Kota Bandar Lampung berdasarkan hasil perhitungan Indeks Herfindahl sebesar 0,019430461 mendekati nol. Menunjukkan apabila IH mendekati $1/n$ dan mendekati nol yang berarti pangsa pasar industri papan bunga *florist* di Kota Bandar Lampung mengarah ke persaingan murni. Capaian kinerja usaha pada industri papan bunga *florist* di kota Bandar Lampung menunjukkan bahwa Kensha Florist mempunyai kinerja tertinggi dibandingkan industri papan bunga *florist* di Kota Bandar Lampung lainnya dengan nilai penjualan sebesar 401.500.000 per bulan, dengan *market share* 4,202772%. Terdapat pengaruh yang signifikan untuk variabel kebijaksanaan perusahaan seperti harga, produk, pemasaran dan promosi, kerjasama, dan pelayanan terhadap kinerja usaha pada industri papan bunga *florist* di Kota Bandar Lampung secara parsial dan atau secara bersama-sama.

Kata Kunci: Industri Papan Bunga *Florist*, Kebijakan Perusahan, Kinerja Usaha.

ABSTRACT

APPLICATION OF COMPANY POLICIES AND ITS INFLUENCE ON BUSINESS PERFORMANCE BOARD INDUSTRY FLORIST IN BANDAR LAMPUNG CITY

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This study aims to determine market structure, business performance achievements and the influence of company policies such as price, product, marketing and promotion, cooperation, and service on business performance in the florist flower board industry in Bandar Lampung City. Data analysis was performed using the Ordinary Least Square (OLS) model. The results of this study include; the market structure of the florist flower board industry in Bandar Lampung City based on the results of the Herfindahl Index calculation of 0.019430461 close to zero. It shows that if the IH is close to $1/n$ and close to zero, it means that the market share of the florist flower board industry in Bandar Lampung City leads to pure competition. The achievement of business performance in the florist flower board industry in Bandar Lampung city shows that Kensha Florist has the highest performance compared to other florist flower board industries in Bandar Lampung City with a sales value of 401.500.000 per month, with a market share of 4,202772%. There is a significant effect for the variables of corporate policy such as price, product, marketing and promotion, cooperation, and service on business performance in the florist flower board industry in Bandar Lampung City partially and or jointly.

Keywords: Company Policy, Business Performance, Florist Board Industry.