



**FACULTY OF ECONOMICS  
ANDALAS UNIVERSITY**


**THESIS**

**MARKETING STRATEGY, GOVERNMENT  
REGULATION AND EXPORT PERFORMANCE;  
CASE STUDY OF WEST SUMATRA**

**By:  
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Submitted as Partial Requirement to Receive Bachelor's Degree

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Marketing Strategy, Government Regulation, and Export Performance;  
(Case Study of West Sumatra)

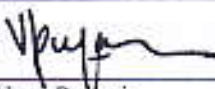
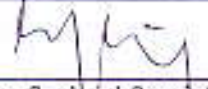

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#### ABSTRACT

The research describes which marketing strategy and government regulation influence the export performance. It is being analyzed based on the internal and external factors that influence the marketing strategies which consist of; product strategy (product quality, product warranty, product development, and product differentiation), price strategy (price setting, credit policy, price discount, and responding the competitors' price change), promotion strategy (managing promotion activities, communication skill), and distribution strategy, then the export performance will be described by sales volume or export realization. This research used qualitative method. The population of this research comes from 39 companies involved in export of West Sumatra. Then the sample comes from PT. Semen Padang, is the only one exporter of cement from West Sumatra, PT. Batanghari Barisan and PT. PP Lembah Karet are represent the exporter of Crum rubber. The result shows that the external and internal factors influence the marketing strategy and export performance, the government regulation influence the export performance, however most of marketing strategy has not yet implemented well, needs the effort to improve the implementation of marketing strategy.


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## CHAPTER I

### I.1 INTRODUCTION

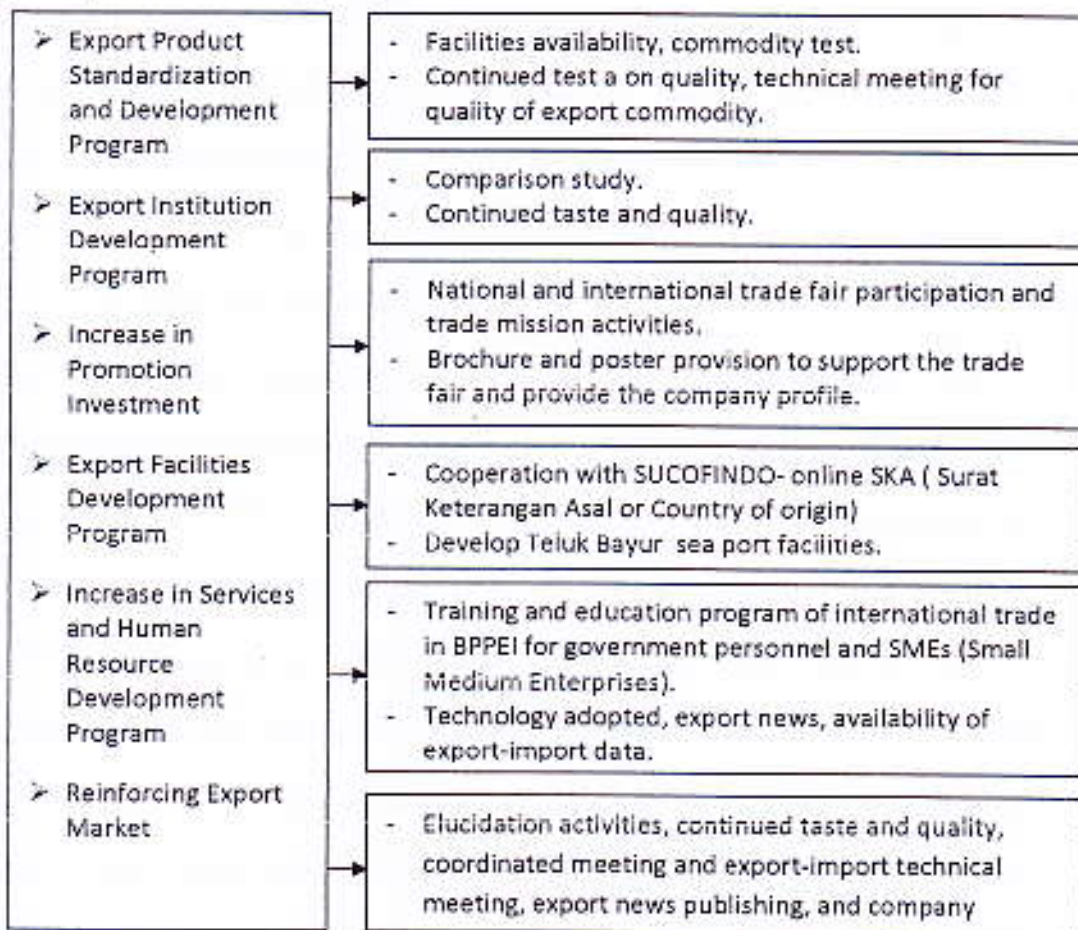
#### I.1. General Condition of Export of West Sumatra

West Sumatra province has 48 export commodities from agricultural, manufacturing and mining sectors. In 2008, almost 99.71% of export of West Sumatra are dominated by 15 commodities, such as: rubber, CPO, kernel oil, patchouli, cassiavera, coal, wood working product, nutmeg oil, gambier, coconut oil, cocoa, coconut milk, coconut powder and cardamon, etc. Moreover, there are many other potential export commodities, such as: bettlenut, vegetables, fruits, craft industry, food industry, etc. The importance of export has become significant as demonstrated by output of export, worth USD 2.011 million in 2008. The export of agriculture commodities, manufacturing, and mining seemed to increase rapidly from 2007 to 2008 it was accounted for 67.71%, 36.28% and 36.28% each of sector respectively (Dinas Koperindag, 2009). The export market of West Sumatra, such as: USA, India, Singapore, China, Pakistan, Bangladesh, German, Canada, and Maldives.

The government applied quality control of some commodity in order to ensure and maintain the quality standard of export commodity, those are certificate through accredited laboratory by KAN (Komite Akreditasi Nasional or National Accreditation Committee).

## 1.2 Export Development of West Sumatra.

Many countries recognize export as crucial factors for their economic growth, such as the government of Indonesia, which increases the investment and export of non-oil sector, and was appointed to be priority in middle term policy of National Development in 2004-2009. Whereas trading development program also became the priority in middle term policy of West Sumatra in 2006-2010:



Source: Dinas Koperindag Sumbar or Provincial Office for Cooperative, Industry and Trade

## CHAPTER VI

### CONCLUSION

#### 6.1 Conclusion

The research describes the export performance of industrial sector of West Sumatra. The results of a study of exporter companies in West Sumatra has opposite with the results of previous research, where only the internal factors become a strong predictor in influencing the marketing strategy and export performance of companies that exist in West Sumatra. This is probably unreasonable, where the terms of the commodity is exported by the sample companies in West Sumatra is the most business goods and the companies is classified as medium and large scale industries which have an advanced industry, both in its scale and commodities produced. In addition, this study has a very small sample of the scope of the province. It also affects the occurrence of differences in both the research.

Based on the research that has been made, we can draw a conclusion as follows:

1. External factor such as global and national economic condition has a positive correlation with export marketing strategy and export performance of West Sumatra. While global and national economic conditions greatly affect the export marketing strategy and export performance. The unfavorable situation of global and national economics would challenged the companies. In 2008,

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