ABSTRACT

ADWIRMAN. Evaluation Investment Climate of Palm Industry in South Bengkulu Regency. Under direction of MUHAMMAD FIRDAUS, and IDQAN FAHMI

The purposes of this study were: (1) to identify factors considered important by investors for investment decisions making in palm agribusiness and performance of South Bengkulu Regency to provide it. (2) to determine level of compatibility and value of performance index. (3) to determine the difference in perception toward the variables, between investors and South Bengkulu Regency Government. (4) to formulate strategy of South Bengkulu Regency to attract investors. This study of investment climate was designed to be a case study in South Bengkulu Regency. The respondents were investors and employees of South Bengkulu Regency Government. Respondents investor were twelve persons with sensus technique, but employees nine persons with purposive sampling. Method of data collection were observation, interview with questionnaires, and indepth interview. Techniques used to analyze data were descriptive analysis, Importance-Performance Analysis, Value of Performance Index, and Mann Whitney independent sample test. A comprehensive analysis of the output of the three methods had concluded that South Bengkulu Regency need to concern about twenty four variables and its managerial implications in order to attract investors. Those factors were: electric energy facilities, the quality of electrical energy, labor regulation, the availability of minimum wage, transparency of investment system, investment regulation, sea transportation facility, the quality of sea transportation, credit aid program, air transportation facility, tax incentives, promotional budgets, promotion abroad, the availability of technical human resources or professional, the quality of air transportation, website promotions, promotions outside the region, specific institution, communication forum, promotions government programs, banking facility, licensing management of land, and spatial regulation. The study suggested the South Bengkulu Regency (1) to take strategic action on twenty four variables mentioned above (2) Research on the human resources is needed to identify factors that influenced on lack of officer performance and to recommend alternative policy to improve on officer performance of investment service.

Keywords: palm agribusiness, South Bengkulu Regency Government, investment climate, IPA Matrix, CSI, Mann Whitney.