ABSTRACT

Analysis of Factors that Affect the Survival of the Garment Industry in Bonded Zone
(The Case Enterprise Bonded Zone in Bogor and Its Surrounding Areas)
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The purpose of this study was to analyze factors that affect export performance garment companies which obtained facility bonded such as global economic crisis, productivity, the type of production, distribution, selection of export destination countries, the number of imported raw materials, promotional costs and capital ownership. Data were collected from 53 garment companies. Panel data regression is used to obtain the gravity model that will be used in the analysis in this study. The results of this case showed that garment companies which use the facility Bonded are not vulnerable to the global economic crisis that occurred. Other factors that affect the value of exports is GDP of importers and Indonesia, population of importers, the Rupiah exchange rate against the currencies of export destination countries, total production, prices and type of export goods have been defined, the cost of capital invested, promotion cost and import value of raw material.