



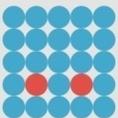
## ABSTRACT

### *Analysis Of Regency's Readiness In Attracting Investors: A Case Study Of Temanggung Regency, Central Java*

Soleh

*The objectives of this study are (1) to identify factors considered important by investors for investment decision making, (2) to determine preparation of Temanggung Regency to attract investors, (3) to determine the difference in perception toward of the factors, between investors Temanggung Regency Government, and (4) to determine the Temanggung Regency strategic policy to attract investors. A questionnaire was used to collect the perception of ninety seven investors who have conducted businesses in Temanggung Regency area, and thirteen employees Temanggung Regency. The number of sample is determined using the Slovin formula. Investor respondents are determined using stratified random sampling non proportional, and Temanggung Regency's employees respondents are determined using purposive sampling method. Three analytical tools were used in this study, including (1) criterion range analysis, (2) importance-performance analysis, and (3) independent sample T-test.*

*A comprehensive analysis of the output of the three methods concludes that the Temanggung Regency need to concern about twenty four factors and its managerial implications in order to attract investors. Those factors are environmental security, tax incentives, national security, the availability of raw materials, the continuity of raw material supply, deregulation on business registration, the stability of raw material price, energy facility, telecommunication facility, banking facility, tax incentive, industrial area facility, business area facility, citizen as target market, competitor information, the company position in the industry, office area facility, the enforcement of copy right, market facility, investment regulation, land usage regulation, product price regulation, tax services, sea transportation facility, and air transportation facility. The study suggests the Temanggung Regency (1) to take strategic action on twenty four factors mentioned above, (2) to utilize the detail analysis on business type, business classification, and duration of time the company has run the business as reference for specific policies related to those information, and (3) conduct a more detailed study on factors in which the Temanggung Regency has low performance, to find out the real problem of those factors.*



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