

Analysis of Factors That Influence the Effectiveness of Export Performance (Case Study at PT. Sinergi Mitra Lestari Indonesia)

Anida Wafiq Adawiyah S. Log¹ & Erna Mulyati, S.T., M.T²

^{1,2} Prodi S2 Manajemen Logistik, Fakultas Logistik Teknologi dan Bisnis ULBI,
Jl. Sariasih No.54 Kelurahan Sarijadi, Kecamatan Sukasari, Kota Bandung 40151, Indonesia

Abstract

Exports are one of the important activities that influence a country's economic growth. For companies, especially those engaged in international trade, effective export performance is the key to achieving success and global competitiveness. This research aims to analyze the factors that influence the effectiveness of export performance, with a focus on the company PT Sinergi Mitra Lestari (SMLI). This research identifies and evaluates various internal and external factors that contribute to export performance. The internal factors analyzed include product quality, innovation, marketing strategy, operational efficiency, and human resource management. Meanwhile, external factors include government policies, global economic conditions, exchange rate fluctuations, and diplomatic relations between countries. This research methodology uses a quantitative approach by collecting data through surveys and statistical analysis. The data obtained was analyzed to measure the influence of each factor on the effectiveness of PT SMLI's export performance. The research results show that product quality and innovation have a significant influence on increasing export value. Apart from that, effective marketing strategies and competent human resource management also contribute greatly to achieving optimal export performance. This research concludes that to increase the effectiveness of export performance, PT SMLI needs to focus on improving product quality, innovation, and developing appropriate marketing strategies. Support from government policies and global economic stability are also very important in creating a conducive environment for export activities. It is hoped that the recommendations resulting from this research can help PT SMLI and similar companies in formulating more effective strategies to improve export performance and competitiveness in international markets.

Keywords: Effectiveness of Export Performance, Product Quality, Innovation, Marketing Strategy, PT Sinergi Mitra Lestari

1. Introduction

Exports are the activity of sending goods or services from one country to another country with the aim of making a profit and increasing economic welfare (Dr. Amanda J. Williams, 2020). Meanwhile, according to Prof. John H. Clark (2021), export performance is a measure used to assess the extent to which a company or country is successful in export activities, including aspects of export volume, value and growth. Through export activities, countries can earn foreign exchange, expand markets, and increase product competitiveness in international markets. Therefore, the effectiveness of export performance plays a crucial role in national economic stability, enables risk diversification, and opens up opportunities for innovation and new technology (Prof. Michael T. Anderson, 2021). For companies, especially those operating in the manufacturing and trade sectors, exports are not only the main source of income but also an important indicator in assessing global performance and competitiveness.

PT Sinergi Mitra Lestari Indonesia is a company operating in the export sector, continuing to strive to improve the effectiveness of its export performance in order to face challenges and opportunities in the international market. However, achieving effective export performance is not easy. Many factors influence the success of a company in export activities. Identifying and

analyzing these factors is very important to formulate the right strategy to improve the export performance of PT Sinergi Mitra Lestari Indonesia.

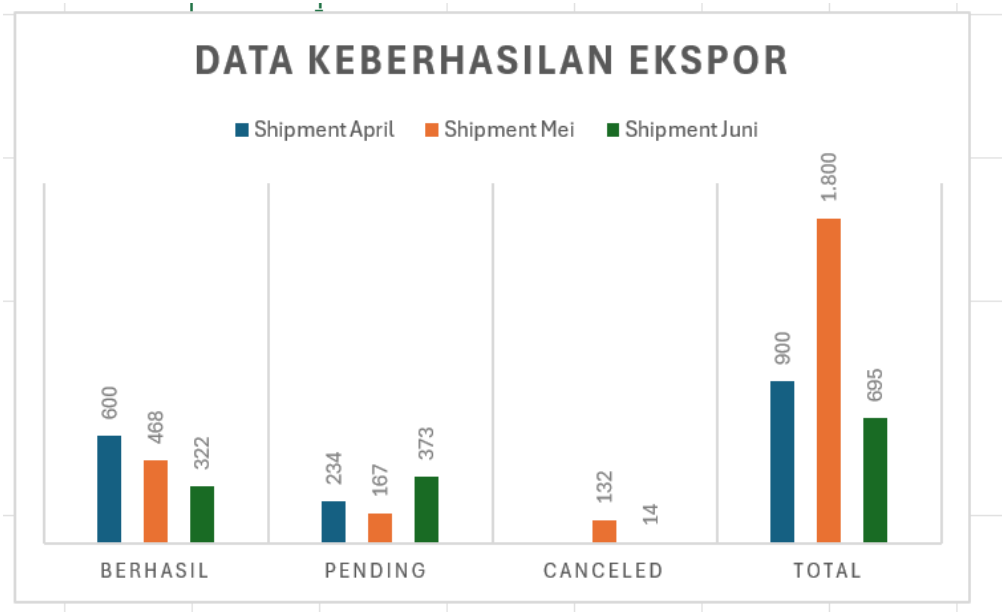


Figure 1 Export Success Data
(Source: Company Internal)

From Figure 1.1 above, we can see the level of export performance over the last 3 months, where the value of success and pending goods is quite significant so it is not only measured by the number of goods successfully sent abroad, but also by how the process is carried out efficiently, safely, and meeting customer’s expectations.

Several previous researchers explained the factors that influence the effectiveness of export performance. According to Lee (2021), workforce readiness to face global challenges is one of the determining factors in a country’s export success because the role of human resource skills and competencies is very crucial in managing global supply chains and adapting to the needs of diverse international markets. Leibovici1 & Louis (2021) describe a strong empirical relationship between measures of access to financial support and the level of international trade at both the firm and industry levels, indicating that financial developments have a significant impact on international trade as a whole. According to Rahma (2021), standardized SOPs help ensure consistency in the implementation of the export process, from document preparation to delivery of goods.

Dr. Andika Pratama (2022) highlights the importance of regulations governing tariffs and other trade policies to increase the competitiveness of manufactured products in the global market, as well as overcoming trade barriers that may arise. Daniswara (2022) explains that quality and efficient logistics infrastructure, especially ports and roads, will reduce trade costs and lower transportation costs so that it can improve Indonesia’s export performance in aggregate. Based on previous research, this research was conducted to identify factors that influence the effectiveness of export performance, especially at PT Sinergi Mitra Lestari Indonesia. Through this research, it is hoped that various insights and recommendations can be found that can help PT Sinergi Mitra Lestari increase the effectiveness of its export performance, so that it can contribute to the economic growth of the company and the country as a whole.

Body of Paper

Research Methods

This research uses qualitative and quantitative methods. The qualitative method used is descriptive, namely explaining and revealing the factors that influence the effectiveness of export performance at the company PT Sinergi Mitra Lestari Indonesia (Sugiyono, 2021). Research data was collected using a questionnaire containing a list of questions regarding factors that influence the effectiveness of export performance. The sampling method in this research uses a saturated sampling technique, where the number of samples is the same as the population, it is said to be saturated because the sampling technique is if all members of the population are used as samples. This is usually due to the relatively small population (Borg, W.R., & Gall, M.D. in Herdarni, 2020). So, all employees involved were used as samples and then compiled based on the results of questionnaires and interviews with 60 PT Sinergi Mitra Lestari Indonesia warehouse employees. The factor analysis method was carried out with the help of SPSS Version 22 software.

Operationalization and Measurement of Variables

Table 1 Operationalization Variable

Variabel	Dimensi	Indikator	Skala
Effectiveness of Export Performance	Regulations and policies	Firmness	Differential Semantic Scale
		Certainty	
		Transparency	
		Conformity to international standards	
		Consistency	
		Harmonization	
	Human Resources	Competence	Differential Semantic Scale
		Skills	
		Knowledge	
		Satisfaction	
		Responsibility	
	Standard Operating Procedure	Document handling	Differential Semantic Scale
		Transportation arrangements	
		preparation of goods	
		Regulatory Compliance	
		Quality Inspection	
		Claims Handling	
		Payment Settings	
		Packing and Labeling	
	Logistics and Infrastructure	Reliability	Differential Semantic Scale
		Readiness	
		Management	
		Flexibility	
		Security	
Information Technology and Systems			
Accessibility			
Financial Support	Financing Options	Differential Semantic Scale	
	Bank Guarantee		
	Transaction Security		
	Export Credit		
	Financial Stability		
	Financial Incentives		

Source: Processed by Researcher 2024

Definition

- a. Effectiveness of Export Performance: Export performance effectiveness is an assessment of how a company is able to meet export targets and increase competitiveness in international markets with efficient and innovative strategies (Martinez, 2023).
- b. Regulations and Policies: Employee assessment of the effectiveness of export performance starts from firmness, certainty, transparency, conformity with international standards, consistency and harmonization (Rodriguez, A., and Ruiz, 2020).
- c. Human Resources: Employee assessment of the effectiveness of export performance starting from competence, skills, knowledge, satisfaction and responsibility (Yang, Z., & Lin, 2019).
- d. Standard Operating Procedure: Employee assessment of the effectiveness of SOP (Standard Operating Procedure) starting from the process of processing documents, arranging transportation, preparing goods, fulfilling regulations, quality inspections, handling claims, arranging payments, packing and labeling.
- e. Logistics and Infrastructure: Employee assessment of the effectiveness of warehouse capabilities starting from reliability, readiness, management, flexibility, security, technology and information systems and accessibility.
- f. Financial Support: Employee assessment of the effectiveness of goods management in the warehouse starting from financing options, bank guarantees, transaction security, export credit, financial stability and financial incentives.

3. Results and Discussion

Kaiser-Meyer-Olkin (KMO) and Barlett's Test

Tabel 2 Kaiser-Meyer-Olkin (KMO) and Bartlett's

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.729
Bartlett's Test of Sphericity	Approx. Chi-Square	1415.546
	df	465
	Sig.	.000

Source: Processed by Researcher 2024

In the KMO and Barlett test table above, the KMO Measure of Sampling Adequacy value is 0.729 and the significance is 0.000. So, we can be sure that the data is suitable for factor analysis because it has a KMO value above 0.50 and a significance value far below 0.05 (Nani Sunarmi et.all, 2021).

Communalities Test

Table 3 Communalities Test

No	Atribut	Extraction
1	Regulations and policies	0,824
2	Human Resources	0,810
3	<i>Standard Operating Procedure</i>	0,771
4	Logistics and Infrastructure	0,686
5	Financial Support	0,651

Source: Processed by Researcher 2024

In the communality value based on the extraction column, the regulatory attribute value is 0.824. This means the variance value of this attribute is around 82% which can be explained by the factors extracted in the factor analysis that will be formed. Similarly with other attributes, provided that

the greater the communality value of an attribute, the closer it will be related to the factors that will be formed.

Total Variance Explained

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.180	32.839	32.839	10.180	32.839	32.839	5.609	18.095	18.095
2	3.645	11.758	44.597	3.645	11.758	44.597	4.936	15.921	34.016
3	2.437	7.863	52.460	2.437	7.863	52.460	2.839	9.157	43.174
4	1.715	5.534	57.994	1.715	5.534	57.994	2.369	7.643	50.817
5	1.461	4.712	62.706	1.461	4.712	62.706	2.030	6.548	57.365
6	1.405	4.532	67.238	1.405	4.532	67.238	1.855	5.985	63.350
7	1.284	4.142	71.379	1.284	4.142	71.379	1.823	5.881	69.231
8	1.047	3.377	74.757	1.047	3.377	74.757	1.713	5.526	74.757
9	.950	3.063	77.820						
10	.853	2.750	80.570						
11	.779	2.513	83.084						
12	.700	2.259	85.343						
13	.645	2.080	87.423						
14	.555	1.790	89.213						

From the Absolute Change table made sense of over, the quantity of elements to be not set in stone by joining a few models to get the quantity of variables that best suits the examination. This stage distinguishes that the level of variety can be made sense of by the elements that structure it. The models utilized are eigenvalues. Factors that have an eigenvalue of under 1 are not sufficient to be remembered for the model. From the after effects of the table above, eigenvalues that are more than one is tracked down in pointers 1 to 8. In the meantime, markers 9, etc are supposed to be less great since they have eigenvalues under 1. From these outcomes, the quantity of elements utilized is 8. The complete difference that can be made sense of by these 8 variables is 74.757%.

Rotated Component Matrix

Table 5 Rotated Component Matrix

	Component Matrix ^a							
	Component							
	1	2	3	4	5	6	7	8
P1.1	.591	-.502	.214	-.203	.273	.019	-.112	.224
P1.2	.580	-.438	.045	-.312	.163	.178	.321	.021
P1.3	.545	-.430	.255	-.408	-.004	-.115	.247	-.118
P1.4	.766	-.278	-.014	.111	.186	-.104	-.095	.251
P1.5	.682	-.404	.073	.258	.291	-.215	-.198	-.103
P1.6	.723	-.307	-.231	-.028	.246	-.209	.024	.260
P2.1	.625	-.523	-.025	.299	-.122	.250	.242	-.168
P2.2	.657	-.423	-.086	.316	-.268	.200	.219	-.241
P2.3	.589	-.447	.207	.058	-.019	.153	-.331	.092
P2.4	.703	-.250	.205	.092	.006	-.280	-.150	-.091
P2.5	.619	-.278	.138	-.131	-.332	.365	.011	.062
P3.1	.745	.058	-.172	.161	-.103	.226	-.174	-.121
P3.2	.666	.218	.189	-.032	-.302	-.198	-.119	.002
P3.3	.706	.382	-.279	.011	-.010	.210	-.007	.018
P3.4	.692	.297	-.292	-.168	.102	-.159	-.074	.023
P3.5	.746	.119	-.142	-.266	-.312	-.170	.079	.166

P3.6	,690	,305	-,454	-,166	-,150	,101	-,085	,107
P3.7	,720	,370	-,450	-,093	-,067	-,034	-,032	,054
P3.8	,670	,438	-,218	,084	,007	,063	-,030	-,034
P4.1	,289	,356	,141	,387	-,146	-,118	,496	,092
P4.2	,400	,218	-,161	,211	,431	-,285	,389	,098
P4.3	,314	,313	-,062	-,488	,127	,209	,375	-,039
P4.4	,346	,360	,247	-,132	,322	-,229	,025	-,413
P4.5	,336	,186	,403	-,160	-,452	-,385	-,132	,192
P4.6	,077	,347	,349	,354	,199	,308	-,025	,532
P4.7	,529	,214	,394	-,044	,198	,163	,024	-,217
P5.1	,146	,378	,663	-,229	,156	,176	,021	,115
P5.2	,318	,305	,612	-,071	-,191	-,014	,025	-,085
P5.3	,527	,348	-,041	,024	,178	,047	-,398	-,309
P5.4	,469	,181	,228	,496	-,143	-,264	,175	-,049
P5.5	,348	,421	,175	,191	,151	,391	-,089	-,020

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Source: Processed by Researcher 2024

It very well may be found in the table over that the outcomes got demonstrate that the element stacking values between a variable and a few variables are adequately separated and prepared to be deciphered. All factors have high variable loadings on one component and have tiny element loadings on different variables. The consequences of variable investigation show that the 8 element parts shaped impact the adequacy of product execution at PT Sinergi Mitra Lestari Indonesia. Then, at that point, you can see the worth with the most noteworthy mark of 0.766, and that implies that guidelines are the principal factor affecting the adequacy of commodity execution at PT Sinergi Mitra Lestari Indonesia. Moreover, the element that has the second most noteworthy marker is SOP with a worth of 0.746, so one might say that this variable is the subsequent predominant component that impacts the viability of perilous and harmful material distribution center administration at PT Sinergi Mitra Lestari. Indonesia. Then, at that point, trailed by monetary which is the third predominant variable that impacts the viability of commodity execution at PT Sinergi Mitra Lestari Indonesia with a worth of 0.663.

4. Implications and Direction for Future Research Implications

Based on the research results, it can be concluded that there are several internal and external factors that significantly influence the company's export performance. The most influential internal factors are the quality of the company's SOP and financials. Good SOPs will improve the company's performance and sufficient financial resources will make it easier for the company to book space when exporting goods. On the other hand, external factors such as supportive government policies, stable global economic conditions, and good diplomatic relations between countries, also contributed greatly to the export success of PT SMLI. Policies that support exports, such as tax incentives and logistics support, can have a positive impact on a company's ability to compete in global markets. This research suggests that PT SMLI continues to improve HR performance in accordance with SOPs. Apart from that, companies also need to adapt to changes in global economic conditions and government policies that can affect export activities. Support and cooperation from various parties, including the government, is very important in creating a conducive environment for export activities.

Directions for Future Research

Research can be carried out by comparing the effectiveness of export performance in various industrial sectors. This will help identify specific factors relevant to certain sectors and provide more specific insights for different types of industries.

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