

BAB 5

KESIMPULAN

Tujuan dari penelitian ini adalah untuk mengetahui apakah PDB per kapita USA, nilai tukar VND terhadap USD, harga ekspor *footwear* Vietnam dan *market share* produk *footwear* China di USA mempengaruhi permintaan ekspor *footwear* Vietnam di USA dan melihat perkembangan ekspor *footwear* Vietnam di USA dari jangka waktu tahun 2000 – 2020. Hasil dari penelitian ini adalah:

1. Berdasarkan hasil estimasi OLS, faktor-faktor yang berpengaruh nyata terhadap volume permintaan ekspor *footwear* Vietnam ke USA adalah PDB per kapita, harga ekspor *footwear* Vietnam dan *market share* produk *footwear* China di pasar USA. Sedangkan nilai tukar tidak memiliki pengaruh signifikan dan nyata pada taraf yang digunakan.
2. Perkembangan permintaan ekspor *footwear* Vietnam ke USA dari tahun 2000-2020 mengalami kenaikan yang signifikan. Beberapa faktor yang memengaruhi perkembangan ekspor *footwear* dalam beberapa tahun terakhir adalah tingkat upah yang rendah, tenaga kerja terampil, perjanjian perdagangan dan pergeseran pusat produksi yang sebelumnya berbasis di China bergeser ke Vietnam. Pergeseran pusat produksi dari China ke Vietnam merupakan salah satu faktor yang paling penting dalam perkembangan ekspor *footwear* Vietnam di pasar US. Pergeseran pusat produksi ini dilatar belakangi oleh perang dagang antara China-USA dan pemerintah Vietnam yang menawarkan insentif yang lebih kepada perusahaan asing yang ingin mendirikan produksi di negara Vietnam.
3. Industri *footwear* di Vietnam sudah berkembang, karena mayoritas produk yang dihasilkan lebih ditekankan pada industri hilir yang dapat menghasilkan produk dengan nilai tambah yang lebih besar. Produk *footwear* Vietnam secara bertahap dapat menggantikan eksistensi produk *footwear* China di pasar USA dalam beberapa tahun kedepan.

Jika dibandingkan dengan industri *footwear* Vietnam, kondisi *footwear* Indonesia berada di fase penurunan. Hal ini terjadi akibat tarif pajak meningkat, birokrasi yang kompleks dan biaya upah yang tinggi. Agar industri *footwear* Indonesia dapat tumbuh hingga mencapai kondisi Vietnam sekarang, Indonesia dapat mengikuti kebijakan yang diterapkan oleh Vietnam dengan menawarkan tarif pajak yang rendah, biaya produksi rendah dan keterbukaan untuk diskusi. Diharapkan dengan menerapkan kebijakan

tersebut dapat meningkatkan nilai dan volume ekspor *footwear* Indonesia, mengingat Indonesia memiliki jumlah tenaga kerja yang besar dan tingkat upah yang rendah jika dibandingkan dengan beberapa negara di kawasan Asia, serta Indonesia merupakan negara kelima dengan pangsa pasar sebesar 10% di dunia berdasarkan nilai ekspor *footwear*.

DAFTAR PUSTAKA

- Anh, T. T., Ha, N. T., & Phuong, C. T. (2020). Determinants Efficiency of vietnam's footwear export: A stochastic gravity analysis. *Trade, Environment and Development*, 311-321.
- Brock, T., & Ratburn, P. (2022, January 30). *Per Capita GDP*. Retrieved from Investopedia: <https://www.investopedia.com/terms/p/per-capita-gdp.asp#:~:text=GDP%20per%20capita%20measures%20the,per%20person%20in%20a%20nation.>
- CBIC. (1975). *THE CUSTOMS TARIFF ACT*. India: Central Board of Indirect Taxes and Customs.
- Chi, D. Q. (2017). *The missing link in the chain? Labour standards in the garment, footwear and electronic supply chains in Vietnam*. Hanoi: Friedrich-Ebert-Stiftung Vietnam.
- Christanto, E. (2013, Agustus). Faktor-Faktor yang Mempengaruhi Volume Impor Beras di Indonesia. *Jurnal JIBEKA*, 7(2).
- Corporate Finance Institute. (n.d.). *Emerging Market Economy*. Retrieved from [corporatefinanceinstitute.com: https://corporatefinanceinstitute.com/resources/knowledge/economics/emerging-market-economy/](https://corporatefinanceinstitute.com/resources/knowledge/economics/emerging-market-economy/)
- Dewi, I. G. (2015). Pengaruh Pendapatan Pada Konsumsi di Indonesia: Pengembangan Model Teoritis dan Pemilihan Model Empiris. *Jurnal Ekonomi Kuantitatif Terapan*, 8, 24-33.
- Feldstein, M. S. (2017). *WHY IS GROWTH BETTER IN THE UNITED STATES THAN IN OTHER INDUSTRIAL*. Chicago: National Bureau of Economic Research.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gilarso, T. (2007). *Pengantar Ilmu Ekonomi: Bagian Makro*. Yogyakarta: Kanisius.
- Grant, M. (2022, March 13). *Bill of Materials (BOM)*. Retrieved from Investopedia: <https://www.investopedia.com/terms/b/bill-of-materials.asp>
- Hanh, V. T., & Hung, D. Q. (2016). *Vietnamese footwear export: The direction of trade and determinants of firms' market penetration*. Vietnam: World Trade Institute.
- Hayes, A. (2019, July 06). *3 Reasons Why Countries Devalue Their Currency*. Retrieved from Investopedia: <https://www.investopedia.com/articles/090215/3-reasons-why-countries-devalue-their-currency.asp>
- Hayes, A. (2020, October 26). *Comparative Advantage*. Retrieved from Investopedia: <https://www.investopedia.com/terms/c/comparativeadvantage.asp#:~:text=Key%20T,Comparative%20advantage%20is%20an%20economy's%20ability%20to%20produce%20a%20particular,between%20different%20options%20for%20production.>
- Hayes, A. (2021, October 29). *Market Share*. Retrieved from Investopedia: <https://www.investopedia.com/terms/m/marketshare.asp>
- Hinh, D. T. (2013). *Light Manufacturing in Vietnam*. World Bank.

- Huang, Y. (2021, September 16). *The U.S.-China Trade War Has Become a Cold War*. Retrieved from <https://carnegieendowment.org/>:
<https://carnegieendowment.org/2021/09/16/u.s.-china-trade-war-has-become-cold-war-pub-85352#:~:text=What%20began%20as%20a%20trade,impose%20punitive%20tariffs%20on%20China.>
- International Monetary Fund. (2001). *Global Trade Liberalization and the Developing Countries*. Retrieved from [imf.org](https://www.imf.org/):
<https://www.imf.org/external/np/exr/ib/2001/110801.htm>
- Investing.com. (2022, February 5). *USD/VND Historical Data*. Retrieved from Investing.com:
<https://www.investing.com/currencies/usd-vnd-historical-data>
- KPMG. (2021). *Investing in Vietnam 2021 and beyond Redrawing the horizon*. Retrieved from <https://assets.kpmg/content/dam/kpmg/vn/pdf/publication/2021/Investing-in-Vietnam-20>
- Kramer, L. (2021, May 24). *How Importing and Exporting Impacts the Economy*. Retrieved from Investopedia: <https://www.investopedia.com/articles/investing/100813/interesting-facts-about-imports-and-exports.asp>
- Lindert, P. H., & Kindleberger, C. P. (1993). *Ekonomi Internasional*. Jakarta: Erlangga.
- Lipsey, R. G. (1995). *Pengantar Makroekonomi Edisi Kesepuluh Jilid Dua*. Jakarta: Binarupa Aksara.
- Lipsey, R. G. (1995). *Teori Ekonomi Mikro I*. Jakarta: Erlangga.
- Marshall, A. (2011). *Principles of Economics* (8th ed.). London: Macmillan and Co.
- Mishkin, F., & Calvo, G. (2003). The Mirage of Exchange Rate Regimes for Emerging Market Countries. *Journal of Economic Perspectives*, 14, 99-118.
- Nguyen, C. (2022, January 4). *Why Manufacturing is Driving Vietnam's Growth*. Retrieved from Vietnam Briefing: <https://www.vietnam-briefing.com/news/why-manufacturing-is-driving-vietnams-growth.html/>
- Nguyen, T. (2020, June 18). *Vietnam Eating into China's Share of Manufacturing?* Retrieved from Carnegie Endowment: <https://carnegieendowment.org/2020/06/18/is-vietnam-eating-into-china-s-share-of-manufacturing-pub-82094>
- Pindyck, R. S., & Rubinfeld, D. L. (2013). *Microeconomics Eight Edition*. Pearson.
- Prasetyo, D. F. (2017). Faktor-faktor yang mempengaruhi ekspor alas kaki Indonesia ke Eropa tahun 2005-2014. *JOM Fekon Vol. 4 No.1*, 1396-1406.
- Sadono, S. (1994). *Pengantar Ekonomi Makro*. Jakarta: PT. Raja Grasindo Perseda.
- Saigon Invesment. (2021, December 16). *Vietnam dong increases unexpectedly against US dollar*. Retrieved from [sggpnews.org.vn](https://www.sggpnews.org.vn/):
<https://www.sggpnews.org.vn/business/vietnam-dong-increases-unexpectedly-against-us-dollar-96326.html>
- Salvatore, D. (2014). *International Economics*. John Wiley & Sons.

- Samuel, P. (2020, Agustus 31). *Why Vietnam Has Become a Promising Alternative for US Business in Asia*. Retrieved from Vietnam Briefing: <https://www.vietnam-briefing.com/news/why-vietnam-has-become-promising-alternative-for-us-businesses-in-asia.html/>
- Segal, T. (2021, February 7). *Export Definition*. Retrieved from Investopedia: <https://www.investopedia.com/terms/e/export.asp#:~:text=Export%20refers%20to%20a%20product,a%20large%20scale%20between%20nations.>
- Shira, D. (2019, May 16). *Why Vietnam is Overtaking China as a Destination for US Export Manufacturing*. Retrieved from China Briefing: <https://www.china-briefing.com/news/vietnam-overtaking-china-us-export-manufacturing/#:~:text=Vietnam's%20proximity%20to%20China&text=Cities%20such%20as%20Hai%20Phong,delay%20to%20existing%20supply%20chains.>
- Siddiqi, W., Ahmad, N., Khan, A. A., & Yousef, K. (2012). Determinants of Export Demand of Textile and Clothing Sector of Pakistan: An Empirical Analysis. *World Applied Sciences Journal*, 1171-1174.
- Smith, P. (2021, November 12). *Leading 10 global footwear importers in 2020, by country (in million pairs)*. Retrieved from statista: <https://www.statista.com/statistics/227308/leading-10-global-footwear-importers-by-country/>
- Sneakerfactory.net. (2019, May 22). *How much does it cost to make a sneaker?* Retrieved from Sneakerfactory.net: <https://www.sneakerfactory.net/2019/05/cost-to-make-a-sneaker/>
- Soeharno. (2009). *Teori Mikro Ekonomi*. Yogyakarta: C.V ANDI OFFSET.
- Stone, C. (2017, April 27). *Economic Growth: Causes, Benefits, and Current Limits*. Retrieved from Center on Budget and Policy Priorities: <https://www.cbpp.org/research/economy/economic-growth-causes-benefits-and-current-limits>
- The World Bank. (2022, March 15). *Population, total - United States*. Retrieved from The World Bank: <https://data.worldbank.org/indicator/SP.POP.TOTL?locations=US>
- The World Bank. (n.d.). *GDP per capita (current US\$) - United States*. Retrieved from data.worldbank.org: <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD?end=2019&locations=US&start=1990>
- Trend Economy. (2021, November 14). *Annual International Trade Statistics by Country (HS02)*. Retrieved from TrendEconomy: <https://trendeconomy.com/data/h2/Vietnam/TOTAL>
- UN Comtrade. (2022, February 19). *UN Comtrade Database*. Retrieved from comtrade.un.org: <https://comtrade.un.org/data/>
- United Nations. (2021). Retrieved from UN Comtrade.
- USITC. (2020). *FOOTWEAR*. Retrieved from USITC.gov: https://www.usitc.gov/research_and_analysis/tradeshifts/2020/footwear.htm#:~:text=China%20accounted%20for%20%248.7%20billion,from%2057.8%20percent%20in%202016.

- VPIC Group Blog. (2021, May 25). *6 REASONS TO MOVE YOUR MANUFACTURING SUPPLY CHAIN FROM CHINA TO VIETNAM*. Retrieved from VPICgroup.com: <https://www.vpic-group.com/blog/6-reasons-to-move-your-manufacturing-supply-chain-from-china-to-vietnam>
- Vuong, Q.-H., Vu, T.-H., Doan, Q.-H., & Ho, M.-T. (2019). Determinants of Vietnamese footwear exporting firms' market selection: A multinational logistic analysis of panel data. 15-25.
- Vuong, T. S. (2019). The Vietnamese Economy at the crossroads, In: Macdonald (Ed). *Southeast Asia and the ASEAN Economic Community*, 91-143.
- Zaenuddin, M. (2015). *Isu, Problematika, dan Dinamika Perekonomian, dan Kebijakan Publik*. Yogyakarta: Deepublish.
- Zhou, Q. (2022, April 2). *What Are the Tax Incentives in China to Encourage Technology Innovation? (updated)*. Retrieved from China Briefing: <https://www.china-briefing.com/news/tax-incentives-china-to-encourage-technology-innovation-updated/>
- Zhou, Q. (2022, April 2). *What Are the Tax Incentives in China to Encourage Technology Innovation? (updated)*. Retrieved from China Briefing: <https://www.china-briefing.com/news/tax-incentives-china-to-encourage-technology-innovation-updated/>