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Empirical Analysis of Factors Affecting Export Performance at Tanjung Emas Port, Semarang, Indonesia

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Abstract

The development of the world of trade in the era of globalization has made the boundaries of trade flows increasingly free. In order to maintain the stability of the export value, various improvements need to be made in the export activity sector itself. The aim of this research is to analyze the influence of government policy, implementation of logistics systems and export product quality on export performance at Tanjung Emas Port, Semarang. This research uses quantitative methods with the number of samples used being 124 respondents consisting of employees of trading manufacturing companies that carry out export activities at the Tanjung Emas Port, Semarang. The independent variables analyzed in this research are government policy, implementation of the logistics system, and quality of export products. Meanwhile, the dependent variable is export performance at Tanjung Emas Port, Semarang. Next, the data was analyzed using SPSS software. The research results show that government policy has a positive effect on export performance. The implementation of a logistics system has a positive effect on export performance. Lastly, export products have a positive effect on export performance.

Keywords

Government Policy, Implementation of Logistics Systems, Export Product Quality, Export Performance.

1. Introduction

With the development of the world of trade today, the boundaries of trade flows are increasingly free. To be able to meet its needs, a country cannot always produce itself, so it has to import, and vice versa, when the outside world expects products from other countries, it has to export. In order to maintain the stability of the export value, various improvements need to be

made in the export activity sector itself (Hossian et al., 2019). Appropriate and appropriate government policies may have an effect on increasing or decreasing export performance (Zhang et al., 2022). According to Qarnain et al. (2021), government intervention in the economy is carried out to increase government spending. The government's role in increasing exports should receive a response from companies. This situation can stimulate them to increase their efforts to enter international markets. This has been seen since Indonesia changed its foreign trade policy from import substitution to export promotion by issuing a number of deregulation packages. Various kinds of policies have begun to be implemented by the government, some are pro and some are against these policies. However, for the sake of the country's economy, in the end many companies are starting to get used to the policies implemented by the government.

Apart from that, implementing a good logistics system is also very influential in increasing export performance (Bentyn et al., 2020; Aćimović et al., 2022). Consumers outside will also think that if the product is subject to tax and economic conditions with the rupiah exchange rate weakening, this item must be treated well when it reaches its hands, so it is necessary to implement a good logistics system (Bernadus et al., 2020; Andry et al., 2021) . Starting from production planning, packing and packing, transportation, inventory management, purchase order processing and information management throughout the supply chain, with the aim of making products available to consumers quickly, economically and reliably. And another influencing factor is product quality, this is also very important in increasing export performance. A product will be successful if it provides product quality, service and satisfaction to consumers, because consumers will like products that can provide more value in the sense of how much benefit they will get from the product compared to the sacrifice spent to buy it. and utilize these products (Yusuf & Sunarsi, 2020; Rosanti & Salam, 2021; Cakranegara et al. 2022). Therefore, assessment of products by consumers is also very necessary for the subsequent production process (He et al., 2020).

There has been an increase in export-import activities at Tanjung Emas Port, Semarang. It was recorded that the total increase reached 6.26 percent compared to last year. This is an indication that the economy is improving and imports and exports in Central Java continue to grow even though the rupiah exchange rate is weakening. This is also the impact of many industrial sectors moving from Jakarta to Central Java. For this reason, the Port of Tanjung Emas Semarang is starting to improve in order to prepare for the surge in export-import activities that will occur in 2016. Based on this background, researchers are interested in analyzing the factors that influence export performance at the Port of Tanjung Emas Semarang. Researchers are interested in analyzing the factors that influence export performance at the Tanjung Emas port in Semarang.

The aim of this research is to analyze the influence of government policy on export performance at Tanjung Emas Port, Semarang. To analyze the effect of implementing a logistics system on export performance at Tanjung Emas Port, Semarang. To analyze the influence of export product quality on export performance at Tanjung Emas Port, Semarang. To analyze the influence of government policy, logistics systems and product quality on export performance at Tanjung Emas Port, Semarang. This research is expected to produce useful information for trading manufacturing companies that actively carry out export activities as evaluation material to improve export performance at the Port of Tanjung Emas Semarang.

2. Literature Review

Export development is an inseparable part of efforts to improve the economy. In international trade, buying and selling activities are called import-export transactions. According to Reshetnikova et al. (2019), many export business opportunities have been created as a result of globalization, but it is not impossible that this will be accompanied by challenges that will be faced in participating in export activities. The first step in determining export commodities is to know various information relating to prospects, commodities, and regulations and provisions regarding these commodities, information regarding commodities/goods. Export activities in Indonesia are starting to attract a lot of interest (Khasanah et al., 2020). Considering that natural products in Indonesia are very abundant, and are rarely found in other countries. There are also various kinds of commodities that are exported, from raw, semi-finished to finished goods. Demand will also increase if exporters can provide and accommodate their goods well into the hands of importers in the destination country.

Exports can also increase mutually beneficial cooperative relations between the country of origin and the country of destination (Zhao et al., 2019). According to Giammetti (2020) and Vandenbussche et al. (2022), the more countries request exports from within the country, the wider their international trade relations will be. The Absolute Advantage Theory states that each country will specialize in exporting a certain type of goods, where the country has an absolute advantage, meaning that it does not produce it more efficiently than other countries. This theory emphasizes that efficiency in the use of inputs, for example labor, in the production process greatly determines the superiority or level of competitiveness. This level of competitiveness is measured based on the value of a workforce that is homogeneous in nature. A country will specialize in exporting certain goods if the country has the greatest comparative advantage, and will specialize in importing goods if the country has a comparative disadvantage (Leão & da Silva, 2021; Danuso et al., 2022; Steiber et al., 2021). This theory basically states that the value of an item is determined by the amount of labor devoted to producing the item. The more that goes into producing an item, the more expensive the item becomes.

Export development is influenced by the strategies chosen by developing countries in carrying out industrialization (Siamagka & Brouthers, 2020; Trąpczyński et al., 2021; Trąpczyński et al., 2021). Industry cannot be said to hinder export development, but the strategy chosen influences export growth which also has an impact on economic growth. For export-oriented countries, they will export based on the principle of comparative advantage, which means that a country will tend to produce more goods whose production process is relatively more efficient and export them in turn exchanging them for other goods which have fewer relative advantages.

Government intervention in the economy is carried out to increase government spending. The government's role in increasing exports should receive a response from companies. This situation can stimulate them to increase their efforts to enter international markets. This has been seen since Indonesia changed its foreign trade policy from import substitution to export promotion by issuing a number of deregulation packages. The government's role in export promotion is initial capital for companies to introduce their products to enter international markets, so that this policy can encourage companies to improve their export performance for the better. Apart from that,

policies through protection of new industries are more dominant, where the government forces new industries to use export targets to carry out production quickly at world price levels.

Products have an important meaning for a company because without a product, the company will not be able to do anything with its business (Näyhä, 2019). Buyers will buy a product if they feel it is suitable, therefore the product must be adjusted to the buyer's desires or needs so that product marketing is successful. In other words, product manufacturing is better oriented towards market desires or consumer tastes. According to Tomiyama et al. (2019) the meaning of product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Hypothesis testing is intended to decide whether to accept or reject. The hypothesis is based on data obtained from the sample. In this research, a hypothesis is put forward with the aim of directing and providing guidelines for the research to be carried out. If it turns out that the hypothesis is not proven and means it is wrong, then the problem can be solved with the truth determined from decisions that have been successfully implemented so far. The hypotheses proposed in this research are:

H1: Government policy has a positive effect on export performance at Tanjung Emas Port, Semarang.

H2: The implementation of the logistics system has a positive effect on export performance at Tanjung Emas Port, Semarang.

H3: The quality of export products has a positive effect on export performance at Tanjung Emas Port, Semarang.

H4: Government policy, logistics systems and product quality have a positive effect on export performance at Tanjung Emas Port, Semarang.

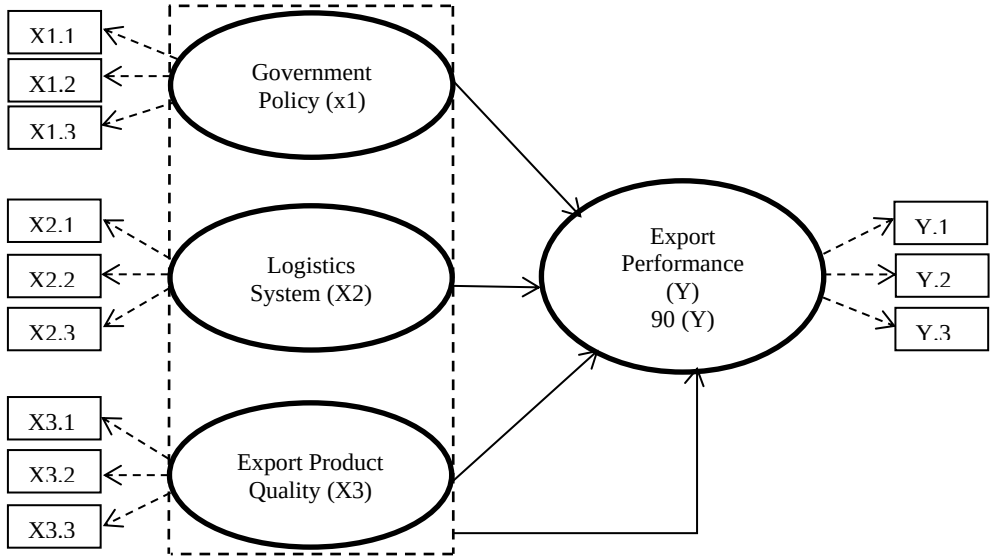

Figure 1. Framework

3. Methods

This type of research is causal correlation which is used to test hypotheses about the existence of a relationship between independent variables and dependent variables, the description of which is associative, namely research that aims to determine the relationship between two or more variables (Sugiyono et al., 2001). Measurement of research variables is carried out by providing operational definitions as research indicators for each variable. Independent variables include Government Policy, Implementation of Logistics Systems, Export Product Quality and Export Performance. In this study, the sample is a trading manufacturing company engaged in the export of goods at the Tanjung Emas Port, Semarang. Samples are divided into two types of sizes, namely infinite samples.

Researchers used samples taken from 124 trading manufacturing companies carrying out export activities at the Tanjung Emas Port, Semarang. In this research, researchers used quantitative methods. Quantitative analysis is intended to calculate or estimate the magnitude of the quantitative influence of changes in something or several events on other events. The data sources used by researchers are Primary Data and Secondary Data. Primary data is data obtained directly from the object that is the subject of research (Marwan, 2009), in this case a company that carries out export activities at the Tanjung Emas Port, Semarang. Then the secondary data is data on the flow of export activities at Tanjung Emas Port, Semarang, data on the value of exports served at Tanjung Emas Port, Semarang and library data related to this research. In this research, to obtain quantitative data a Likert scale was used obtained from a list of questions. The analysis used is by using multiple regression analysis with SPSS software.

4. Results

Researchers used samples taken from 124 trading manufacturing companies carrying out export activities at the Tanjung Emas Port, Semarang. In this research, researchers used quantitative methods. Quantitative analysis is intended to calculate or estimate the magnitude of the quantitative influence of changes in something or several events on other events. The data sources used by researchers are Primary Data and Secondary Data. Primary data is data obtained directly from the object that is the subject of research (Marwan, 2009), in this case a company that carries out export activities at the Tanjung Emas Port, Semarang. Then the secondary data is data on the flow of export activities at Tanjung Emas Port, Semarang, data on the value of exports served at Tanjung Emas Port, Semarang and library data related to this research. In this research, to obtain quantitative data a Likert scale was used obtained from a list of questions.

Table 1. Demographic Characteristics of Respondent

Demographic	Characteristics	Number (Respondents)	Percent (%)
Gender	Male	78	62.9%
	Female	46	37.1%
Marital Status	Married	90	72.6%
	Single	28	22.6%
	Widower	6	4.8%

Based on Table 1, it is explained that the majority of respondents from trading manufacturing companies were men with the number of respondents being 78 respondents (62.9%) while the number of respondents who were female was 46 respondents (37.1%). 90 respondents (72.6%) were married, 28 respondents were unmarried (22.6%), 2 widowed respondents (1.6%) and 4 widowed respondents (3.2%). Validity shows the extent to which the measuring tool used measures what is being measured. The way to do this is by correlating the scores obtained on each question answer item with the individual's total score. Validity testing is carried out using the SPSS for Windows Version 22 program. Validity testing shows the extent to which a measuring instrument is valid or legitimate.

Table 2. Validity Test Results

Indicator	R Count	R Table	Cronbach Alpha
Government Policy (X1)			0.666
X1.1	0.484	0.1757	
X1.2	0.709	0.1757	
X1.3	0.495	0.1757	
Logistics System (X2)			0.619
X2.1	0.379	0.1757	
X2.2	0.593	0.1757	
X2.3	0.606	0.1757	
Product Quality (X3)			0.746
X3.1	0.596	0.1757	
X3.2	0.768	0.1757	
X3.3	0.624	0.1757	
Export Performance (Y)			0.720
Y.1	0.544	0.1757	
Y.2	0.701	0.1757	
Y.3	0.637	0.1757	

Based on Table 2, all research indicators used on all variables show significant results, the conclusion being that all research indicators are valid. Reliability tests were carried out on answers to questions that were declared valid (Bull et al., 2019). A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. In this study, reliability testing was only carried out on 124 respondents. Decision making is based on if the Alpha value exceeds 0.6 then the question variable is reliable and vice versa. A variable showing symptoms of multicollinearity can be seen from a high VIF (Variance Inflation Factor) value on the independent variables from a regression and a low tolerance value. A VIF value that is smaller than 10 and a tolerance value that is smaller than 0.1 indicates that there are no symptoms of multicollinearity in the regression model.

Table 3. Multiple Linear Regression Testing

Model	Unstandardized Coefficients		Standardized Coeficient	t.	Sig
	B	Std. Error	Beta		
(Constant)	1.702	1.323		1.287	0.201
Government Policy (X1)	0.202	0.098	0.169	2.057	0.042
Logistics System (X2)	0.255	0.090	0.211	2.833	0.005
Product Quality (X3)	0.433	0.072	0.468	6.018	0.000

The multiple linear regression equation is used to determine how much influence the independent variables (government policy, logistics system, and product quality) individually influence the dependent variable (export performance). From Table 3, the multiple linear line equations seen from the standard coefficients are as follows: A constant of 1.702 states that if the independent variable is considered constant, then export performance is 1.702. The regression coefficient for Government Policy (X1) is 0.169, meaning that if the value of other independent variables is constant and government policy (X1) increases by 1 level, then the export performance variable (Y) increases by 0.169 percent. The purpose of government policy here is the export subsidy policy, export premium policy and dumping policy. The regression coefficient for the Logistics System (X2) is 0.211, meaning that if the other independent variables have a constant value and the Logistics System (X2) has increased by 1 level, then the export performance variable (Y) has increased by 0.211 percent. The meaning of the logistics system here is a logistics system in the form of packaging, storage and management. The regression coefficient for product quality (X3) is 0.468, meaning that if the other independent variables have a constant value and product quality (X3) has increased by 1 level, then the export performance variable (Y) has increased by 0.468 percent. The meaning of product quality here is product features, durability and conformity to specifications. Based on this analysis, it can be explained that there is an influence or close relationship between the independent variables (government policy, logistics system and product quality) on the dependent variable export performance.

The "t" test is a partial or individual significance test used to analyze whether the independent variables (government policy, logistics system, and product quality) individually influence the dependent variable (export performance). H0: □ = 0, Ho is accepted (Ha is rejected) meaning there is no positive and significant influence between government policy (X1), logistics system (X2), product quality (X3) individually (partially) on export performance at the port of Tanjung Emas (Y). Ha : □ > 0, Ha is accepted (Ho is rejected) meaning that there is a positive and significant influence between government policy (X1), logistics system (X2), product quality (X3) individually (partially) on export performance at the port of Tanjung Emas (Y). Basis for decision making: If the calculated t statistic < t table, then H0 is rejected. If the calculated t statistic > t table, then it lies in Ha accepted. The test results obtained the t calculated value for the Government Policy variable (X1) showing the calculated t value = 2.057 with significance level 0.042. By using a significance limit = 0.05, the t table value is obtained at 1.9799. Thus, we get t count (2.057) > t table (1.9799), which means that H1 is accepted. Thus, the first hypothesis (H1) which states that government policy has a positive and significant influence on export performance can be accepted.

The test results obtained by the calculated t value for the Logistics System variable (X2) showed the calculated t value = 2.833 with a significance level of 0.005. Using a significance limit of 0.05, the t table value was obtained at 1.9799. Thus, we get t count (2.833) > t table (1.9799). Thus, the second hypothesis (H2) states that the logistics system has a positive and significant influence on export performance so it can be well accepted.

The test results obtained by the calculated t value for the Product Quality variable (X3) showed the calculated t value = 6.018 with a significance level of 0.000. By using a significance limit of 0.05, the t table value is obtained at 1.9799. Thus, we get t count (6.018) > t table (1.9799). Thus, the third hypothesis (H3) states that product quality has a positive and significant influence on export performance so that it can be well accepted.

The F test is a simultaneous or joint significant test used to determine the effect of the independent variable on the dependent variable. To see the distribution of variance caused by regression and variance caused by residuals. This can be analyzed through the F test which compares the mean square of the regression and the mean square of the residual in the SPSS output. This calculated F is then compared with the F table for df from the regression and df from the residual, the result is the F table value. F table is smaller than F count, so this model has a good level of goodness of fit. If the results of the SPSS application program have a significance level of <0.05, then the model with independent variables is worthy of being accepted (Iqbal Hasan, 2004).

Table 4. F Test Results/Model Test

Model	Sum of Squares	df	Mean Square	*f*	Sig.
Regression	54.181	3	18.060	33.435	0.000[b]
Residual	64.819	120	0.540		
Total	119.000	123			

Based on testing with SPSS, the calculated F is (33,435) compared to the F table for regression 2 and the residual df is 121, the result is that the F table is 3.07. The calculated F > F table is 33,435 > 3.07, so the model has a good level of goodness of fit or which is accepted at the sig level of 0.000 in the SPSS 22 results, it can be explained that the significance is <0.05, which means the model is quite good, in the sense that the selection of the four variables is correct. The coefficient of determination essentially measures how far the model (independent variable) is able to explain variations in the dependent variable (Y).

Table 5. F Test Results/Model Test

R	R Square	Adj. R Square
0.675[a]	0.455	0.422

From Table 5, the results of the regression test above show a coefficient of determination (Adjusted R Square) of 0.442. This means that 45.5% of the variation in the dependent variable (Y), namely export performance, can be explained/caused by the independent variables, namely government policy (X1), logistics system (X2), and product quality (X3). Meanwhile, the remaining 100% - 44.2%= 55.8%, is explained by other causes outside the variables studied.

From the linear regression equation resulting from the test, it can be explained that the existence of the independent variable has an effect on the dependent variable. This is assumed to depend on several variables, namely government policy, logistics system and product quality on export performance. Based on empirical facts (results of research in the field) and the results of multiple linear regression, it shows that the Product Quality variable (X3) is in first place among the three variables that influence export performance. In this case, it means that features, product durability and conformity with specifications influence export performance at the Tanjung Emas port, Semarang. The managerial implication is that trading manufacturing companies in the city of Semarang increasingly understand the importance of maintaining the quality of their export products, by maintaining the quality of these products they can improve export performance at the Tanjung Emas port in Semarang. And in this way, the selling value of foreign customers will be higher and demand will increase. Likewise, the Port of Tanjung Emas will be increasingly busy with the export-import process that will occur in the future.

Based on empirical evidence and the results of multiple linear regression analysis, it is proven that the Logistics System variable (X2) is ranked second among the three variables that influence export performance. These findings underline the importance of a well-structured logistics system in shaping the level of export performance at Tanjung Emas Port, Semarang. The managerial implication is that many trading manufacturing companies can improve their understanding of goods handling through effective logistics systems. This requires careful attention to each type of export commodity, ensuring it is treated according to its unique characteristics. By implementing a strong logistics system, export companies can certainly improve export performance at Tanjung Emas Port in Semarang. Apart from that, for the Port of Tanjung Emas, optimizing the cargo handling process at entry and exit ensures that quality goods reach consumers efficiently.

Likewise, based on empirical evidence and the results of multiple linear regression, the Government Policy variable (X1) ranks third of the three variables that influence export performance. Government policies which include export subsidies, premiums and dumping policies have a significant influence on export performance at Tanjung Emas Port, Semarang. The managerial implication is that many trading manufacturing companies lack awareness and understanding of government policies due to a lack of knowledge about government programs, especially in the export sector. Therefore, it is important for companies to understand these policies, because these policies greatly influence the level of export performance at Tanjung Emas Port in Semarang.

5. Conclusion

From the results of data analysis and discussion, it can be concluded that the results of statistical testing using multiple linear regression equations show that the Government Policy variable (X1) partially has a positive influence on Export Performance (Y). This shows that government policies in the form of export subsidy policies, export premium policies and dumping policies influence export performance at the Tanjung Emas port in Semarang. This is because if all trading manufacturing companies in Semarang can follow and implement all government policies, export performance can increase, because then the flow of exports and imports will become smoother and the obstacles will be reduced.

The results of statistical testing using multiple linear regression equations show that the Logistics System variable (X2) partially has a positive influence on Export Performance (Y). This shows that the logistics system in the form of product packaging, storage and management influences the level of export performance at the Tanjung Emas port, Semarang. This is because if companies pay attention to the logistics system they use to manage their products, the products can be handled well until they reach the consumers or importers, and of course this will increase export performance.

The results of statistical testing using multiple linear regression equations show that the Product Quality variable (X3) partially has a positive influence on Export Performance (Y). This shows that product quality, which includes product features or appearance, durability and conformity to specifications, influences the level of export performance at the Tanjung Emas port, Semarang. This is because if the quality of Indonesian products continues to improve and is not inferior to the quality of products from other countries, this will increase buyers' interest. The higher the buyer's interest, the higher the export performance will be.

Based on the conclusions obtained in the research that has been carried out, there are several suggestions made by researchers. Suggestions related to government policy are that companies are expected to further update existing information relating to policies regarding exports and imports that have been issued by the government. Company participation in the policies implemented by the government is very necessary to support export levels in Central Java and the city of Semarang in particular. Suggestions related to the logistics system are expected for the company to be able to carry out good logistics processes. Such as packaging, storage and management. Product packaging and storage must be adjusted to the nature and characteristics of the product itself, so that product quality is maintained. This also greatly influences the level of export performance at the Tanjung Emas port in Semarang. Likewise, for Tanjung Emas Port operations, it is also necessary to pay attention to the handling of cargo leaving or entering the area.

Suggestions related to product quality, companies should pay more attention to the quality of the products they produce. Quality standards in the international market can also be used as guidelines or references for companies in maintaining the quality of their products. Especially for superior products for which there is a lot of export demand, quality must be really paid attention to. Product quality can also influence the level of export performance at Tanjung Emas Port, Semarang. Given several limitations in this research, future researchers can conduct similar research by taking a wider research area, more samples, more variables and using a more complex research design, so that more optimal results can be found and generalized to a wider area.

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