

ANALYSIS OF CHINA MOBILE PHONE EXPORT COMPETITIVENESS IN INDONESIA



BY

SYLDA LA TULLIFA AISYAH

福贵霞

Students Number: L20222002

THESIS

Submitted in Partial Fulfillment of the Requirements
For the Degree of Arts in International Trade and Economics
In The School of Business
Nanjing Xiaozhuang University, 2024

Nanjing, Jiangsu

ADVISOR: Associate Professor Qizhen Wang

To: Dean Zhao Tong
School of Business

This thesis, written by Sylva La Tullifa Aisyah, with the title Analysis of China Mobile Phone Export Competitiveness in Indonesian, have been approved in respect to style and intellectual content, is referred to you for judgement.

We have read this thesis and recommend that to be approved

[]

[]

[]

Date of Defense: June 11, 2024

The thesis of Sylva La Tullifa Aisyah is approved

Dean Zhao Tong
School of Business

Nanjing Xiaozhuang University, 2024

DECLARATION OF AUTHENTICITY

Hereby I proclaim the originality of the thesis; in order to acquire my university degree, I did not present anybody else's work, nor did I present anyone else's words, ideas, or expression without acknowledgement. All quotations are properly credited and listed in the thesis' references.

In the unlikely event that this assertion turns out to be untrue, I am ready to bear any penalty that complies with the chosen regulation or its repercussions.

Yogyakarta, July 25th, 2024



Sylda La Tullifa Aisyah

ABSTRACT

International trade has a particularly significant role in the global economy, and Indonesia is one of the countries actively involved in international trade with various partners, including China. As a country with a large population and stable economic growth, Indonesia is an attractive market for foreign products, including smartphones. China, as the world's leading mobile phone manufacturer, has a major influence in meeting the demand for mobile phones in the Indonesian market. In this context, this study aims to investigate and analyze the competitiveness of mobile phone exports from China to Indonesia, focusing on the factors affecting the dynamics of trade in the mobile phone sector between the two countries. This research conducted meticulously designed quantitative methodology adopted to delve into the intricate dynamics governing the export competitiveness of Chinese smartphone products within the Indonesian market. Central to this methodological framework is the utilization of a structured questionnaire as the principal tool for data collection. The data was crafted to encompass a wide array of inquiries aimed at comprehensively capturing respondents' perceptions. By leveraging the findings of this study, manufacturers consumers from government to researchers can build a stronger and more sustainable mobile phone industry that provides long-term benefits for all stakeholders.

Keywords: China Mobile Phones, Export, Indonesia, China

ACKNOWLEDGMENT

With gratitude and praise to Allah SWT, the Compassionate and Merciful, who facilitated my academic journey and enabled the successful completion of my thesis entitled “Analysis of Export Competitiveness of Chinese Smartphone Brand in Indonesia” as a partial fulfillment of the requirements for the degree of Bachelor in International Trade and Economics in the School of Business, Nanjing Xiaozhuang University, and Economics Development International Program in Faculty of Business and Economics, Universitas Islam Indonesia. I extend heartfelt appreciation to all who contributed. All who always help, support, pray, and encouragements of others around me. The following people are:

1. I am deeply and sincerely thankful to my beloved parents, Mrs. Ninik Saptaningsih and Mr. Budi Setyono, whose enduring encouragement and unwavering support have been a cornerstone of my academic journey. Throughout the highs and lows, they have been my pillars of strength, offering boundless love, guidance, and unwavering belief in my abilities. Their sacrifices and unwavering commitment to my success have shaped me into who I am today, instilling in me the value of perseverance, determination, and resilience. Their unwavering presence and constant reassurance have provided me with the courage to overcome obstacles and pursue my dreams with unwavering determination. I am eternally grateful for their selflessness, kindness, and unwavering dedication to my well-being and success.
2. To my beloved boyfriend and cherished support system, Muhammad Naufal Cahya, your presence in my life has been an endless source of strength, love, and encouragement. From the moment we met, you have stood by my side through every challenge and triumph, offering unwavering support and unconditional love. Your patience, understanding, and belief in me have been a constant source of inspiration, propelling me forward even in the face of adversity. Thank you for being my rock, my confidant, and my greatest source of comfort and happiness.
3. Special thanks to Lecturer Abdul Hakim, whose invaluable advice provided me with the confidence to embark on my journey to China as an international student and eventually return to Indonesia, enriched with experiences and knowledge.
4. Special appreciation is extended to Wang Qizhen Laoshi, for their invaluable guidance and support throughout the thesis process. As my thesis advisor, they have consistently aided, encouraged, and guided me in completing my thesis, offering valuable suggestions for conducting proper research.

5. I am deeply thankful for the consistent encouragement and support provided by my sister, Najma Fairus Handoko. Her unwavering belief in my abilities has been a guiding light, pushing me to strive for excellence in every endeavor, Her words of encouragement have uplifted me during challenging times, reminding me of my potential and fueling my determination to succeed. Her presence in my life is a constant source of strength and inspiration, for which I am profoundly grateful.
6. I also express gratitude to all professors, lecturers, and staff who aided me on this academic journey. To my roommate, and friends in my hometown, family group, and companions abroad, your assistance and companionship were invaluable.
7. I hugely appreciate myself for never giving up, despite facing numerous obstacles and challenges throughout my academic journey or others. Through various experiences, lessons, travels, and newfound knowledge, I have gathered stories that I can cherish and share with others, providing them with insights into their struggles. I am deeply thankful to myself for successfully becoming a resilient individual always able to rise again and willing to try repeatedly until I achieve success. I have returned to loving myself, with a renewed sense of appreciation and respect.

Additionally, I acknowledge the support of all relatives and friends. Special appreciation goes to Mrs. Shopie Mou, whose unwavering support and assistance have been instrumental in facilitating my studies abroad. Despite the challenges posed by the COVID-19 pandemic, your dedication to ensuring the welfare and well-being of Indonesian students at Nanjing Xiaozhuang University has been truly commendable. Thank you for your tireless efforts and for always going beyond to support us. May Allah bless you for all the wonderful things you have done for me. Once more, thank you for your kindness and for coloring my college life. I wish you continued health and a happy life. I also hope that the research I have done for this thesis, with your assistance, can add to and benefit all parties, now and in the future.

TABLE OF CONTENTS

ABSTRACT.....	3
ACKNOWLEDGMENT	4
CHAPTER I	8
INTRODUCTION.....	8
1. Introduction	8
1.1. Background	8
1.2. Significance of the Study	12
CHAPTER II.....	14
LITERATURE REVIEW.....	14
2. Literature Review	14
2.1. Research on Export Competitiveness	14
2.2. Research on Factors Influencing Export Competitiveness	16
CHAPTER III	21
THEORETICAL FRAMEWORK.....	21
3. Theoretical Framework	21
3.1. Absolute Advantage Theory	21
3.2. Comparative Advantage Theory	23
3.3. Resource Endowment Theory	24
CHAPTER IV.....	26
METHODOLOGY	26
4. Methodology.....	26
4.1. Data Sources	26
4.2. Questionnaire Analysis of China Phone Export Competitiveness in Indonesia	30
CHAPTER V	32
REGRESSION RESULT.....	32

5. Regression Result	31
5.1. Analysis of Respondent	31
5.2. Validity Test	39
5.3. Reliability Test	44
5.4. Discussion	47
CHAPTER VII	48
CONCLUSION.....	48
REFERENCES	51

CHAPTER I

INTRODUCTION

1. Introduction

1.1. Background

International trade has a particularly significant role in the global economy, and Indonesia is one of the countries actively involved in international trade with various partners, including China (Puspokusumo, 2012). As a country with a large population and stable economic growth, Indonesia is an attractive market for foreign products, including smartphones. As the world's leading mobile phone manufacturer, China has a significant influence in meeting the demand for mobile phones in the Indonesian market (Murwanti et al., 2020). In this context, this study aims to investigate and analyze the competitiveness of mobile phone exports from China to Indonesia, focusing on the factors affecting the dynamics of trade in the mobile phone sector between the two countries.

The mobile phone market in Indonesia has overgrown in recent years, driven by increasing internet penetration, the development of telecommunications infrastructure, and steady economic growth (Frost & Sullivan, 2018). Amid this rapid growth, Chinese-made phones have become a popular choice among Indonesian consumers (McKinsey & Company, 2020). A key factor drives the competitiveness of Chinese mobile phone products in the Indonesian market. In the innovation and technology field, Chinese mobile phone manufacturers such as Huawei, Xiaomi, Oppo, and Vivo have been known for their products' latest innovations and technologies (Erik et al, 2021). They often introduce new features that attract the attention of Indonesian consumers, such as high-quality cameras, OLED screens, and fast charging. However, in these stages, one of the main advantages of Chinese phones is the competitive price. Chinese mobile phone manufacturers often offer products with specifications similar to those of other international brands but at more affordable prices (Cwell, 2021). This makes Chinese mobile phone products an attractive choice for consumers in various market segments in Indonesia.

Regarding innovation and technology, Chinese mobile phone manufacturers have successfully created features yet to be available or widely developed in Indonesian phones or phones sold in Indonesia (Puspokusumo, 2012). For example, more advanced fast-charging technology, cameras with superior photographic capabilities, and screens with higher resolutions are some examples of innovations that make Chinese phones more prominent and

promising in the Indonesian market. By continuously updating and improving their technology, Chinese mobile phone manufacturers can maintain their competitive edge in the Indonesian market (Lihui, 2016). They often launch aggressive promotional campaigns and collaborate with local celebrities or influencers to strengthen brand awareness and influence consumer preferences (Shi, 2024). In addition, the quality of China's mobile phone products has also continued to improve over time. Chinese mobile phone manufacturers have focused on improving the quality of their products, including design, reliability, and performance (Zeng, 2019). Thus, strengthening their brand reputation in the Indonesian market. Combining the above factors, Chinese mobile phone products have managed to dominate the mobile phone market share in Indonesia, presenting a diverse and affordable range of choices for Indonesian consumers (Ahmad, 2021). Outstanding features unavailable on local phones or other imported products make Chinese phones the top choice for Indonesian consumers seeking innovative quality and innovation.

In addition, external factors are crucial in influencing China's export volume to Indonesia, mainly changes in trade policy between the two countries. These factors significantly affect the export competitiveness of Chinese phones in the Indonesian market. Fluctuating trade policies directly impact market access and import tariffs on Chinese phones in Indonesia, enhancing their competitiveness in the market. Changes in trade policies, such as import tariffs, product certification, and foreign investment rules, can significantly affect the ability of Chinese phone manufacturers to export their products to Indonesia (Patunru, 2023). Additionally, geopolitical events and changes in economic policies, such as the trade between China and the United States, also impact China's trade strategy in regional markets like Indonesia (Schroeter, 2020). These factors, coupled with the innovative features of Chinese phones often only recently adopted by local manufacturers, provide a competitive edge for Chinese phones in the Indonesian market. Analyzing the impact of changes in trade policies in China and Indonesia on the export competitiveness of Chinese phones to Indonesia is expected to provide a better understanding of trade dynamics between the two countries and the factors influencing the export competitiveness of Chinese phones in the market.

The landscape of international trade has undergone significant transformations during the COVID-19 pandemic. One aspect that has been profoundly impacted is the competitiveness of exports of specific products from certain countries, including Chinese mobile phone exports in Indonesia. The pandemic has triggered changes in consumption patterns, shopping habits, and consumer priorities worldwide, including in Indonesia. As a country with a large

population and rapid technological infrastructure development, Indonesia has become an attractive market for global mobile phone manufacturers, especially those from China, the world's largest producer. The COVID-19 pandemic swiftly altered consumption patterns in Indonesia. Social restrictions and lockdowns implemented to curb the virus's spread have driven people to rely more on technology, including mobile phones, for communication, work, and remote learning (Das et al., 2022). The demand for phones with advanced features and affordable prices has significantly increased in this context. This presents significant opportunities for Chinese mobile phone manufacturers known for their competitive spec products and lower prices (Xing & He, 2018). However, despite the rising demand, Chinese mobile phone manufacturers face several challenges affecting their export competitiveness in Indonesia. One primary challenge is the global supply chain disruptions caused by the pandemic. Limitations in sourcing components and raw materials and production delays can disrupt the availability and pricing of mobile phone products in the Indonesian market. Additionally, lockdown policies and social restrictions imposed in various countries, including China, also slow down export and import activities, thus affecting the distribution of mobile phone products to the Indonesian market (Nur, 2021). Moreover, the response to the pandemic may also trigger changes in import and export policies or regulations in both countries (International Labour Office. Trade and Employment Programme & International Labour Office. Area Office, n.d.). Furthermore, shifts in consumer behaviour during the pandemic, such as increased online purchases and preferences for brands or products perceived as more reliable, may also impact the competitiveness of Chinese mobile phone products in the Indonesian market (Theodorou et al., 2023). Thus, the analysis of the competitiveness of China's mobile phone exports in Indonesia considers economic factors, trade policies, and market dynamics influenced by the COVID-19 pandemic (Andriantomanga et al., 2023). Through a deep understanding of these numerous factors, the researcher can identify opportunities and challenges for Chinese mobile phone manufacturers to maintain or enhance their positions in the rapidly developing Indonesian market.

In addition to the factors above, several other significant factors influence the competitiveness of Chinese mobile phone exports in Indonesia. One of these factors is the impact of environmental considerations and sustainability policies. Adhering to environmentally friendly production and commitments to sustainability can enhance brand image and provide a competitive edge for Chinese mobile phone manufacturers in the Indonesian market (Sudirja et al., 2023). Additionally, the provision of high-quality after-sales

services and customer support is crucial. Manufacturers offering responsive and efficient customer service can enhance consumer satisfaction, boosting brand reputation and product competitiveness (Hadi & Indradewa, 2019). Strategic partnerships and alliances with local firms or technology companies in Indonesia can also strengthen the position of Chinese phones in the market by collaborating with local preferences of Indonesian consumers and expanding their market reach (Wardhana, 2024). Furthermore, the availability of accessories and supporting devices, such as screen protectors and casings, is also pivotal. Providing diverse and high-quality accessories can add value to products and enhance consumer appeal. Lastly, a commitment to ethics and corporate social responsibility (CSR) can influence consumer perceptions of Chinese phone products. Manufacturers demonstrating commitments to social issues and implementing sustainable CSR activities can win over consumers who are increasingly attentive to such concerns (Islam et al., 2021). By considering all these factors, Chinese mobile phone manufacturers can sustain and enhance their competitiveness in the Indonesian market.

The primary aim of this study is to conduct an in-depth analysis of the export competitiveness of Chinese mobile phones in Indonesia, considering internal and external factors that influence it. The context of this research encompasses understanding the mobile phone market growth in Indonesia, the dominance of Chinese mobile phone manufacturers in that market, and potential changes in trade policies between China and Indonesia that could affect the export competitiveness of mobile phones. Furthermore, within the context of international trade dynamics, including the impact of the COVID-19 pandemic on global trade and its implications for trade between the two countries, this research aims to provide comprehensive insights. To achieve these objectives, the study will employ a quantitative analysis method, focusing on statistical analysis to examine the relationship between variables influencing the export competitiveness of Chinese mobile phones to Indonesia (Bucchiarone, 2023). Additionally, the study will apply Porter's Industry Analysis Framework to comprehensively investigate the factors affecting the export competitiveness of Chinese mobile phones in Indonesia. Through this approach, the research contributes to a deeper understanding of international trade and export competitiveness strategies. It formulates relevant policy recommendations to enhance bilateral trade cooperation between China and Indonesia.

1.2. Significance of the Study

The research holds significant implications for various stakeholders involved in the mobile phone industry. Researchers hope Chinese mobile phone manufacturers, distributors, and retailers gain insight into market dynamics and competitive strategies. By better understanding consumer preferences, they can tailor their offerings to resonate more effectively with Indonesian consumers. Policymakers stand to benefit from nuanced insights into the factors influencing the competitiveness of Chinese mobile phone brands in Indonesia. Informed policymaking can foster a conducive business environment, promote fair competition, and protect consumers' interests within the mobile phone industry. Also, for academic contributions, this study can contribute to the existing body of knowledge by providing empirical evidence and analysis on export competitiveness dynamics within the mobile phone industry, particularly in the Indonesian context. It offers valuable insights for further research and academic exploration in this field.

Indonesian consumers will derive significant benefits from this study. By aligning products and services with consumer preferences, manufacturers can enhance the overall consumer experience, increasing satisfaction and engagement in the Indonesian mobile phone market. However, it is imperative to emphasize the competitiveness of Chinese mobile phone exports in Indonesia. Alongside optimizing consumer satisfaction, manufacturers must also consider strategies to strengthen their brand position in the export market.

This study highlights the importance of a profound understanding of consumer preferences and behaviour within the Indonesian mobile phone market. By comprehending the factors influencing consumer choices, stakeholders in the export market are a pivotal aspect that cannot be overlooked (Lipp et al, 2021). Hence, this research also provides a solid foundation for policymakers to develop regulations conducive to the healthy growth of the mobile phone industry in Indonesia, including enhancing the competitiveness of Chinese mobile phone brands in the export market.

Additionally, the research opens opportunities for cross-sector collaboration and strategic partnerships between companies, governments, and research institutions. By utilizing the findings of this research, stakeholders can collaborate to develop joint initiatives to enhance the competitiveness of Chinese mobile phone brands in Indonesia (Dewan Perwakilan Rakyat Republik Indonesia, 2019). For example, they can work together to develop training and

development programs for the industry workforce or build the necessary technological infrastructure to support the growth of this industry.

Moreover, this research presents opportunities for cross-sector collaboration and strategic partnerships among companies, governments, and research institutions. By leveraging the findings of this research, stakeholders can collaborate to develop joint initiatives to enhance the competitiveness of Chinese mobile phone brands in the Indonesian export market. This could involve devising export-oriented marketing strategies, strengthening relevant distribution channels, and bolstering brand presence in the export market (Fachrurazi, 2023). For instance, collaborative efforts could extend to developing training and development programs for the industry workforce or establishing the necessary technological infrastructure to support industry growth.

Furthermore, the research can provide valuable insights into consumer trends and purchasing behaviours in the Indonesian mobile phone market. This research can help stakeholders in this industry develop more effective and relevant marketing strategies by analyzing consumer preferences and the factors influencing their purchasing decisions. This can help improve the competitiveness of Chinese mobile phone brands in the Indonesian market, which in turn can result in significant economic benefits for all stakeholders.

Additionally, this research is a foundational basis for formulating policies oriented towards sustainable development. Policymakers can design regulations that promote socially and environmentally responsible business practices by considering environmental and social factors affecting the mobile phone industry. This encompasses considering the enhanced competitiveness of Chinese mobile phone brands in the Indonesian export market as part of a sustainable development strategy. Not only would this aid in mitigating the adverse impact of the industry on the environment and society, but it would also enhance brand reputation and consumer trust, consequently augmenting brand competitiveness in the export market.

In conclusion, this research has broad and significant implications for various stakeholders in the mobile phone industry. From manufacturers to consumers, from governments to research institutions, all parties can benefit from a better understanding of market dynamics and the factors influencing the competitiveness of Chinese mobile phone brands in Indonesia. By leveraging the findings of this research, we can work together to build a more robust and sustainable mobile phone industry that provides long-term benefits for all stakeholders.

CHAPTER II

LITERATURE REVIEW

2. Literature Review

2.1. Research on Export Competitiveness

The study of export competitiveness is crucial to a country's economic growth and development (Erkan & Yildirimci, 2015). Export competitiveness refers to a country's ability to sell goods and services in international markets, compete effectively with other countries, and maintain or increase market share in global trade (Farole & Bank, 2014). The importance of this study on export competitiveness is not only for policymakers, entrepreneurs, researchers, and the wider community, as it provides valuable insights into a country's position in the global market and helps identify strategies to improve competitiveness. Export competitiveness encompasses various aspects of export competitiveness, including price, product quality, product differentiation, product efficiency, technological advancement, infrastructure development, trade policy, market access, marketing, and institutional support (Olyanga et al., 2022). All these aspects are interrelated and affect a country's ability to compete in the global market. Studying export competitiveness is vital in understanding and measuring these aspects using various indicators (Sousa, 2004). Some commonly used indicators to measure export competitiveness include export volume, market share, export diversification, export growth rate, trade balance, unit value index, revealed comparative advantage (RCA), and economic complexity index (ECI) (IMF, 2015). These indicators provide a clearer picture of a country's performance in the global market and help identify areas that require improvement.

Export competitiveness is a multifaced and dynamic concept cornerstone for nations' economic prosperity and businesses' sustained viability in the global landscape (Noman et al., 2024). At its core, export competitiveness encompasses a myriad of interwoven and mutually reinforcing factors that collectively shape the capacity of nations and enterprises to thrive in international markets (Genoveva, 2008). Delving deeper into the intricacies of export competitiveness unveils a rich tapestry of strategies, challenges, and opportunities that underscore its significance in the global economic arena (Edquist, 2005). Product and service quality is at the heart of export competitiveness, a fundamental determinant of market success and consumer satisfaction (Amanbayev & Masih, 2020). Products and services of exceptional quality garner recognition and acclaim within international markets and foster consumer trust and loyalty (Araújo et al., 2023). By adhering to stringent standards of excellence and

continually innovating to meet evolving consumer preferences, entities can carve out distinctive identities and solidify their positions as industry leaders, thereby bolstering their competitive standing on the global stage (Patel, 2018). Complementing the bedrock of quality is the strategic orchestration of pricing dynamics and artful balance between value proposition and market positioning. In an environment characterized by intense competition and discerning consumers, adept pricing strategies are a compass for navigating the delicate balance between profitability and affordability (Gautam, 2024). However, in pursuing price competitiveness, entities must tread cautiously, ensuring that cost efficiencies do not compromise product integrity or brand equity (Richard et al, 2018). Striking this delicate equilibrium requires a nuanced understanding of market dynamics and a steadfast commitment to delivering unmatched value, which is a commitment that distinguishes market leaders from mere contenders.

The study of export competitiveness has a wide range of significant benefits. First, it is closely related to economic growth and development. Countries with competitive export sectors can attract foreign investment, create jobs, and increase foreign exchange earnings. Through these studies, policy can design strategies to increase competitiveness, promote economic growth, and promote overall development (Pham et al, 2024). Secondly, understanding export competitiveness helps the country position itself in the global market. A country can identify its competitive advantages and target specific markets by analyzing market demand, product quality, and competitor strategies (Sudirjo, 2023). This strategic approach allows the country to optimize its export potential and establish a strong presence in international trade. Third, studying export competitiveness provides valuable insights for policymakers in formulating and implementing effective trade policies. By analyzing key aspects and indicators, policymakers can identify areas that require policy intervention, such as infrastructure development, simplification of trade procedures, and export promotion initiatives (UN ESCAP, 2009). In addition, studying export competitiveness helps evaluate the impact of existing policies and make appropriate policy adjustments.

Fourth, for companies involved in export activities, an understanding of export competitiveness is essential for informed decision-making (Keskin, 2021). Companies can identify opportunities and develop competitive strategies by analyzing market trends, competitor strategies, and trading rules. The study of export competitiveness helps companies optimize their production, marketing, and distribution processes to remain competitive in the international market. Fifth, studying export competitiveness helps countries and companies reduce the risk of over-dependence on one market or product. By diversifying products, sectors,

and export markets, countries can reduce vulnerability to external shocks and fluctuations in global demand. Identifying markets and sectors with growth potential also contributes to risk mitigation and enhancing export competitiveness (Mejía, 2011). Overall, export competitiveness is a complex concept that involves various aspects and can be measured through various indicators. The study of export competitiveness is critical to policymakers, entrepreneurs, and researchers as it provides insight into economic growth, market position, policy formulation, and business decision-making. By understanding key aspects and indicators of export competitiveness, stakeholders can improve their competitiveness, adapt to changing market conditions, and seize opportunities in the global economy.

2.2. Research on Factors Influencing Export Competitiveness

The export competitiveness of mobile phones is a complex and multifaceted phenomenon, shaped by various interconnected factors that influence the ability of mobile phone exporters to thrive in international markets. In recent years, researchers have undertaken extensive investigations to dissect these factors and offer valuable insight into understanding and enhancing the export competitiveness of mobile phones. This stage synthesizes findings from a range of reliable research studies to provide a comprehensive overview of the critical determinants that impact the export competitiveness of mobile phones.

One of the fundamental pillars underpinning the export competitiveness of mobile phones lies in technological advancements (Sagala, 2019). The mobile phone industry is characterized by rapid technological innovation and evolution, requiring exporters to adapt and integrate innovative technologies into their products continually. Research by (Sagala, 2019) highlighted the pivotal role of technological innovation in boosting the export competitiveness of mobile phones. Continuous innovation enhances product features, quality, and performance and enables exporters to meet consumers' ever-evolving demands and preferences worldwide. This assertion is echoed in the study by (Hadi, 2019), which emphasizes the significance of cost efficiency in driving export competitiveness. Moreover, adherence to stringent quality standards and regulatory requirements is paramount for building customer trust and confidence (Kutlu, 2021). This underscores the commitment to product reliability and safety and enhances customer satisfaction and loyalty. Additionally, market research emerges as a critical factor influencing export competitiveness (Li, 2018). A deep understanding of target markets, consumer preferences, and emerging trends enables exporters to tailor their products and marketing strategies, thereby gaining a competitive advantage. Mobile phone exporters can

effectively position themselves in the global marketplace by staying attuned to market dynamics and swiftly adapting to changing consumer demands.

Furthermore, effective branding and marketing strategies play a pivotal role in enhancing the export competitiveness of mobile phones (Lina et al, 2023). Establishing a solid brand identity, fostering brand loyalty, and implementing targeted marketing campaigns are essential for differentiating products and capturing market share. According to (Lina et al, 2023), it underscores the importance of brand reputation and product differentiation in driving export competitiveness. By cultivating a reputable and recognizable brand image, mobile phone exporters can instil consumer trust and confidence, facilitating market penetration and expansion. In conclusion, the export competitiveness of mobile phones is influenced by a myriad of interconnected factors, including technological advancements, cost efficiency, quality standards and compliance, market research and adaptability, and branding and marketing strategies. Innovation is a pivotal driver shaping the competitiveness of mobile phone exports, as evidenced by many scholarly investigations into its impact on export performance within the mobile phone industry. One such underscores the significant role of product innovation in bolstering the export performance of mobile phone companies (Sarbu, 2021). Innovation emerges as a driving force behind export competitiveness, fueling creativity and propelling industries forward into uncharted territories. In an era marked by rapid technological advancement and disruptive change, entities that embrace innovation as a core tenet of their identity gain a decisive advantage (Suhartini, 2008). By fostering cultures of creativity, experimentation, and collaboration, entities can harness the power of innovation to drive growth, inspire change, and reshape industries, cementing their positions as vanguards of export competitiveness.

The quest for operational excellence becomes paramount in an environment characterized by evolving consumer preferences and escalating cost pressures (Putri, 2017). Through strategic investments in automation, digitalization, and supply chain optimization, entities can drive down costs, boost efficiency and enhance agility and responsiveness, thereby positioning themselves for sustained success in an ever-changing marketplace (Ahmad, 2021). In addition to internal factors, external drives such as market access and trade policies must be balanced in shaping export competitiveness. Moreover, formulating forward-thinking trade policies and cultivating collaborative frameworks catalyze export growth, fostering an environment conducive to innovation, investment, and economic prosperity (Klynveld Peat Marwick Goerdeler, 2022). Education and workforce development represent another

cornerstone in the edifice of export competitiveness, underscoring the indispensable role of human capital in driving innovation, productivity, and growth (White House, 2022). Moreover, the strategic utilization of international partnerships and collaborative ventures presents an unparalleled opportunity for entities to amplify their export reach and leverage synergies for mutual benefit (Goldin, 2017). By forging strategic alliances, joint ventures, and cross-border partnerships, entities can pool their resources, expertise, and market insights to capitalize on emerging opportunities and address shared (Emanuela et al, 2005). Through strategic investments in research and development, technology transfer enhances their competitive positioning in global markets.

This research elucidates that companies prioritizing product innovation are more apt to gain a competitive edge in the export market, emphasizing the pivotal role of innovation in driving export success. Similarly, (Ajdarasic, 2020) delves into the realm of small and medium-sized enterprises (SMEs) within the mobile phone industry, revealing a robust positive relationship between incremental innovation and export growth. Moreover (Lim, 2020) delves deeper into the border impact of innovation on competitiveness, encompassing the mobile phone industry and other high-tech sectors. This study illuminates the indispensable nature of innovation in conferring a competitive advantage, positing that companies investing in product innovation are better positioned to outperform rivals in the market. Furthermore, (Ayllón, 2019) elucidates the intertwined relationship between product innovation, process innovation, and export propensity in the mobile phone industry. Therefore, the profoundness of product innovation on the competitiveness of mobile phone exports cannot be overstated. It serves as a linchpin for companies seeking to gain a competitive advantage, enhance export performance, and cater to the dynamic needs of consumers across various markets.

Mobile phones' demand and export competitiveness are significantly influenced by the positive elements of brand role and image, which shape consumer perceptions and preferences in the global marketplace. Brand marketing is pivotal in influencing consumers' emotions and perceptions, as highlighted in a study (He, 2022). A positive brand image fosters trust and reliability among consumers, increasing the demand for mobile phone products. Additionally, a strong brand image differentiates mobile phone brands from competitors, attracting more consumers and enhancing competitiveness (Salhab, 2023). Moreover, the impact of the brand image extends to consumer purchasing behaviour, with positive brand perceptions influencing brand loyalty and purchase (Fianto, 2014). A favourable brand image, product quality, and lifestyle compatibility enhance consumer preference for mobile phone brands, further

bolstering demand and export competitiveness (Hernández et al, 2019). By strategically managing brand perception and investing in brand-building initiatives, mobile phone companies can effectively differentiate their products, foster consumer loyalty, and capitalize on export opportunities in diverse markets.

Trade policies implemented by China and Indonesia influence the export competitiveness of Chinese mobile phones to Indonesia, shaping market access and competition dynamics. China's trade policies, geared towards supporting domestic industries, offer incentives and protectionist measures to Chinese manufacturers, potentially enhancing their export competitiveness (Bin, 2015). Conversely, Indonesia's trade policies, characterized by a mix of protectionism and liberalization, introduce trade barriers and local content requirements, posing challenges for foreign mobile phone brands (Herdianto, 2023). In conclusion, the interplay of brand role and image significantly influences mobile phone demand and export competitiveness, shaping consumer perceptions and preferences in the global marketplace. A positive brand image fosters consumer trust and loyalty, driving demand and enhancing export competitiveness, which is crucial for mobile phone companies seeking to capitalize on export opportunities and sustain competitiveness in the dynamic global market landscape. Through strategic brand management and adept navigating of trade policies, mobile phone companies can position themselves for sustained growth and success in the global marketplace.

Export competitiveness, a critical aspect of global trade dynamics, hinges significantly on pricing strategies, which greatly influence market penetration, demand generation, and profitability. (Chen, 2016), underscore the pivotal role of pricing in shaping export competitiveness, emphasizing its multifaceted impact on market dynamics and business performance. Assorted studies have highlighted exporters' need to meticulously assess product-related costs, market demand dynamics, and competitive landscape to devise optimal pricing strategies conducive to enhancing export competitiveness (Snieskiene, 2015). However, achieving this delicate balance is challenged by factors such as transportation costs, taxes, duties, and financing, which significantly influence the competitiveness of export products (Genoveva, 2008). Moreover, trade policies and market access further shape export competitiveness, specifically relevant to smartphone exports from China to Indonesia. Although research on this specific aspect remains limited, existing studies offer valuable insights into border marketing strategies employed by Chinese mobile phone manufacturers (Yan et al, 2019). Nevertheless, a comprehensive understanding of the policies and market access barriers specific to smartphone exports from China to Indonesia necessitates further

exploration (Lee, 2021). In conclusion, export competitiveness represents the culmination of a myriad of factors ranging from product quality and pricing strategies to innovation, market access, trade policies, education, and international partnerships- that collectively shape the capacity of nations and enterprises to thrive in the global marketplace. By embracing a comprehensive approach encompassing these multifaceted dimensions, entities can forge a path toward sustainable growth, resilience, and prosperity in an increasingly interconnected and competitive growth (Sagar, 2023).

CHAPTER III

THEORETICAL FRAMEWORK

3. Theoretical Framework

3.1. Absolute Advantage Theory

The theory of absolute advantage elucidates an economic paradigm regarding the rationale behind countries and enterprises specializing in producing goods and services in which they possess a comparative advantage. Originating from the seminal work of economists (Smith, 1776), this theory posits that nations can accrue trade benefits by concentrating on products they manufacture most proficiently whilst engaging in trade for goods that other nations produce with greater efficiency. This reciprocal exchange fosters mutual prosperity and amplifies overall economic welfare.

Absolute advantage denotes a nation's capacity to produce a specific good or service more efficiently than another nation, either by employing equivalent resources or by producing identical quantities of goods using fewer resources. This superiority may stem from reduced labour expenses, abundant access to natural resources, or streamlined production processes. The principle of absolute advantage is rooted in the premise that distinct countries possess varying capabilities and strengths. They can optimize production and trading capabilities by specializing in goods and services with an absolute advantage (Jackson, 2006).

In understanding the theory of absolute advantage, it is essential to distinguish it from other economic theories. Absolute advantage emphasizes a nation's ability to produce specific goods or services more efficiently than others, often due to lower labour costs or greater access to resources. Rooted in the seminal works of economists (Smith, 1776), this theory posits that nations possess diverse capabilities and strengths, and by specializing in areas where they hold an absolute advantage, they can optimize production and trade, leading to mutual prosperity. The crux of absolute advantage lies in its assertion that nations should focus on producing goods and services where they are inherently more efficient rather than trying to produce everything domestically. By doing so, nations can enhance their productivity and benefit from mutually advantageous trade relationships. This concept is underpinned by the belief that international trade is not a zero-sum game but fosters mutual prosperity and amplifies overall economic welfare.

For a comprehensive grasp, it is imperative to delineate the theory of absolute advantage from comparative advantage. Comparative advantage integrates the concept of

opportunity cost inherent in producing multiple categories of goods under resource constraints. It signifies a nation's aptitude to manufacture goods and services at lower opportunity costs than other nations, transcending mere efficiency in production. Comparative advantage deliberates the trade-offs involved in resource allocation and underscores the production of goods yielding maximal returns on investment.

Despite furnishing a lucid and elegant elucidation of the advantage of trade, the theory of absolute advantage is encumbered by limitations and drawbacks. Among these limitations is the presumption of free trade between nations, a circumstance not invariably reflective of reality. Economic interactions among nations are frequently subject to assorted trade barriers, tariffs, and quotas impeding trade profitability (Amanbayev, 2017). Furthermore, the theory presupposes that nations should exclusively concentrate on producing goods in which they possess an absolute advantage, a stance only sometimes pragmatic or advantageous in real-world scenarios.

Another constraint of the theory of absolute advantage is its failure to accommodate changes in production factors or economies of scale (Bin, 2015). In practice, nations can make strategic investments to cultivate heightened advantages in particular industries, and absolute advantages may evolve due to sundry factors such as technological advancements or natural calamities. Additionally, the theory presupposes the involvement of solely two nations and two commodities in trade, a simplistic portrayal at odds with the intricate nature of contemporary international trade dynamics (Farole, 2010).

Notwithstanding these limitations, the theory of absolute advantage furnishes invaluable insights into the benefits of specialization and trade (Erik et al, 2021). By concentrating on producing goods and services wherein they hold a comparative advantage, nations can optimize their production efficiency and trade potential, fostering heightened prosperity and economic expansion (Joana et al, 2023). Comparative advantage complements the theory of absolute advantage by factoring in the opportunity cost associated with resource allocation and offering a more nuanced comprehension of international trade.

In conclusion, the theory of absolute advantage expounds upon the rationale behind countries and enterprises specializing in producing goods and services possessing a competitive edge in terms of efficiency and resource utilization (He, 2022). Originating from the seminal work of Adam Smith, this theory underscores the advantages of trade and the significance of comparative advantage. Despite its constraints, the theory provides invaluable insights into the benefits of specialization, trade, and resource allocation. By assimilating the

concept of absolute advantage and its constraints, nations and enterprises can formulate judicious decisions about their production and trade strategies, culminating in heightened economic growth and prosperity.

3.2. Comparative Advantage Theory

The theory of comparative advantage, introduced by the British economist (Ricardo, 1817), has become a significant milestone in understanding international economics. This theory posits that countries will benefit from international trade even if one country has an absolute advantage in producing all goods or services compared to other countries. This concept can be explained by simply illustrating the relationship between the production costs of phones and computers between countries A and B. If in Country A, producing one unit of a phone requires the equivalent cost of producing four units of a computer, while in Country B, it only requires the equivalent cost of producing three units of the computer. From this data, Country B has a comparative advantage in phone production, while Country A is more efficient in producing computers.

The mathematical formula is often used to explain the theory of comparative advantage in the opportunity cost ratio formula. For example, if *Opportunity Cost* $P \frac{P}{C}$ represents the opportunity cost of a phone in terms of computers, and *Opportunity Cost* $C \frac{C}{P}$ represents the opportunity cost of computers in terms of phone, then the theory of comparative advantage states that a country will have a comparative advantage in producing goods with lower opportunity costs.

The implications of the theory of comparative advantage are extensive. The most notable is the increase in welfare through specialization and international trade. By leveraging comparative advantages, each country can produce goods and services with high efficiency while obtaining other goods or services through trade with other countries (Smith, 1776). This enhances resource allocation efficiency and allows consumers to acquire more goods and services at lower costs. The global division of labour also enables each country to focus on what they do best, enhancing overall production efficiency and creating greater economic prosperity (Salvatore, 2004).

However, the theory of comparative advantage also faces criticism. One of them is the assumption about the mobility of factors of production, which is often limited in practice. Additionally, the distribution of trade benefits often tends to be uneven within a country,

creating economic inequality and social tensions. Technological changes and market dynamics can also suddenly alter a country's comparative advantage, while economic dependence on certain comparative advantages can make a country vulnerable to global market fluctuations.

By recognizing these, understanding the theory of comparative advantage can become more comprehensive (Lee, 2021). It can aid in designing more effective economic policies in the context of international trade and global economic development.

3.3. Resource Endowment Theory

Resource endowment theory is a critical framework in international economics that explains trade patterns between countries based on the endowment of natural resources and factors of production each country possesses. Eli Heckscher and Bertil Ohlin developed this concept in the 1930s. The main principle of Resource Endowment Theory is that countries will tend to specialize in producing goods and services that utilize abundant natural resources, and factors of production, such as labour, land, capital, and technology, vary across countries (Ohlin, 1933).

At its foundational core, resource endowment theory encapsulates the profound notion that nations tend to specialize in producing goods and services that harness their abundant reservoirs of natural resources and factors of production, spanning labour, land, capital, and technological processes. This cardinal principle bears the inherent asymmetry in resource endowments across disparate economies, constituting the bedrock upon which their competitive advantages are forged in the crucible of global commerce. The (Ohlin, 1933) model, an elegant mathematical instruction of this theoretical edifice, elucidates with mathematical precision the intricate interplay between resource endowments and the ensuing patterns of international trade, delineating how factors of production are deftly allocated in commensurate measure to their abundance across divergent economic landscape.

A cardinal corollary emanating from the tenets of resources endowment theory posits that the ebbs and flow of international trade currents are inexorably swayed by the prevailing differentials in resource endowments among nations. In consonance with this precept, nations are predisposed to export goods and services that harness the bounty of their abundant resources while concurrently importing commodities that hinge upon scarce or prohibitively expensive resources inputs, thereby engendering a symbiotic interplay of exchange in the global marketplace. This paradigm underscores the pivotal role accorded to comparative advantage in delineating the contours of international trade while underscoring the imperative of leveraging

resource endowment to fortify competitiveness and engendering sustainable trajectories of economic development on a global scale.

Mathematically, Resource Endowment Theory can be expressed using the Ohlin (1933) model, which states that production factors will be used to prop up their endowment in producing goods and services. This model illustrates the relationship between resource endowment and patterns of international trade. One of the main implications of this theory is that differences in resource endowment between countries will drive international trade. Countries will tend to export goods and services that utilize abundant natural resources and factors of production while importing goods and services that require scarce or expensive resources.

However, this theory also faces criticism, particularly regarding its underlying assumptions. For example, it is often considered too simplistic as it needs to pay more attention to dynamic factors such as technological changes, trade policies, and market fluctuations. Additionally, resource endowment theory fails to explain some complex phenomena of international trade, such as intra-industry trade. Nevertheless, understanding this theory remains important in designing more effective trade policies and understanding international trade patterns. By considering the resource endowments of a country, governments can take strategic steps to enhance their competitive advantage in international trade and promote sustainable economic growth.

CHAPTER IV

METHODOLOGY

4. Methodology

4.1. Data Sources

This research uses a meticulously designed quantitative methodology to delve into the intricate dynamics governing the export competitiveness of Chinese smartphone products within the Indonesian market. Central to this methodological framework is using a structured questionnaire as the principal tool for data collection. This questionnaire has been meticulously crafted to encompass various inquiries to comprehensively capture respondents' perceptions, attitudes and behaviours about various pertinent focuses.

The amassed data will undergo rigorous analysis of the renewed Statistical Package from the Social Sciences (SPSS) software. This analytical journey will commence with applying descriptive statistics, meticulously unveiling the collected data's distributional characteristics and central tendencies. Furthermore, the dataset will be scrutinised meticulously through unit root analysis, crucial for unveiling potential interdependencies among the examined variables.

Moreover, hypothesis testing will constitute a pivotal component of the analytical process, endeavouring to discern a statistically significant relationship between the independent and dependent variables, i.e., export competitiveness (Fachrurazi, 2023). The validity and reliability of the questionnaire instrument will be rigorously assessed to ensure the robustness and integrity of the ensuing analyses (Garza, 2008).

Table 4.1 List of Measurements

Variable	Lists of Measurements	Sources
Innovation	1. The innovative features offers by Chinese mobile phones in Indonesia are always significant and not offered by phones from other countries 2. How significant are the innovative features on Chinese mobile phones considered by Indonesian consumers 3. To what extent do Indonesian consumers respond positively to the adaptation of innovative Chinese mobile phone products for the Indonesia market 4. What is the level of success of Chinese mobile phone companies in implementing their product innovations in the Indonesian market 5. What are the perceptions of Indonesian consumers regarding the quality of innovative features offered by Chinese mobile phones	(Li,2021)

	6. How well-known and adopted by Indonesian consumers are the new trends or technologies introduced by Chinese mobile phones	
Price Perceived	7. I purchase Chinese phones because they are competitively priced 8. I bought the phone because my budget is limited 9. By purchasing Chinese mobile phones, what I get is worth the money I spend 10. Chinese brands are affordable price 11. How often do you consider price when purchasing a product 12. How important is it for you to get discounts or special offers when purchasing a product	(Apostolos et al, 2017)
Perceived Quality	13. Overall, Chinese brand smartphones are high quality 14. Overall, Chinese brand smartphones are not easily damaged 15. Overall, Chinese brand smartphones are easily marketed and stairwell in the Indonesian market 16. Overall, Chinese brand smartphones are easy to operate 17. Overall, Chinese brand smartphones are trustworthy products 18. Overall, Chinese brand smartphones has high-quality screen resolution and well designed	(Teng, 2019)
Country of Origin	19. The technological products of this country are high quality 20. The technological of this country are made by highly qualified work shipman 21. The technological of this country are not imitations 22. The technological of this country are sold in many countries 23. The technological of this country are attractive 24. The technological of this country are dependable	(Francisco et al, 2021)
Brand Loyalty	25. I prefer only this smartphone brand 26. I will buy the same smartphone brand in future 27. I am ready to pay higher price for this smartphone brand 28. If this smartphone brand is not available, I will buy it in another time 29. I am willing to pay more just for Chinese smartphones 30. I am committed to this smartphone brand	(Yeh, 2016)
Satisfaction	31. I love my smartphone brand 32. Using this smartphone brand gives me a great satisfaction 33. I am pleased that China offers this smartphone brand with various technologies and innovations 34. Are you satisfied with the experience of purchasing phones from Chinese manufacturers 35. I think the reliability and performance of the Chinese phones are quite good 36. I feel confident after purchasing Chinese smartphones	(Rathnayake, 2020)
Trade Policy	37. How familiar are you with government policies regarding the import of phones from China 38. To what extent do you feel that government policies regarding the import phones from China affect the export competitiveness in Indonesia 39. How easy or difficult it is for you to buy Chinese phone in Indonesia 40. Do you feel that in Indonesian market, Chinese phone are dominating the market access	(Farole, 2014)
Purchase Intention	41. How often do you purchase phones exported from China to Indonesia 42. Do you think Chinese smartphone are easily to find and buy either than other countries	(Herdianto, 2023)

	43. What is your opinion on the availability of Chinese smartphones in Indonesian market? 44. What is your opinion on the quality of the distribution of phones exported from China in Indonesia? 45. Do you have any specific preferences regarding brands or models of Chinese phones in Indonesia? 46. Do you feel that the distribution of phones exported from China in Indonesia meets the needs and expectations of consumers overall?	
--	--	--

Source: Researcher Primary Data

Supplementary explanatory analyses will be conducted using the EViews software to enrich the analytical landscape. This will entail scrutinizing the presence of unit roots within the dataset, providing valuable insights into the long-term relationship among the variables. The analytical journey will also culminate in applying ANOVA (Analysis of Variance) and regression analysis, elucidating the intricate relationship and predictive capacities inherent within the dataset. By embracing this comprehensive methodological approach, this study aspires to furnish a nuanced understanding of the multifaceted factors underpinning the export competitiveness of Chinese smartphone products in the Indonesian market (Islam, 2020).

The duration of the research period was adjusted to meet the needs for collecting sufficient data, conducting comprehensive analysis, and addressing practical constraints such as seasonal changes in trade and policies. The object of this research encompasses various aspects of China's mobile phone export competitiveness to Indonesia, ranging from product characteristics and technological innovations to market dynamics and trade policies. This study involved various stakeholders, especially mobile phone sellers and users in Indonesia, to gain comprehensive insight into perceptions and factors affecting the competitiveness of China's mobile phone exports in the Indonesian market.

In the context of the export competitiveness of Chinese mobile phones in the Indonesian market, this hypothesis posits that the increase in product innovation, the implementation of competitive pricing policies, improvement in product quality, the development of consumer loyalty, positive perceptions of the country of origin, high level of customer satisfaction, enhanced distribution efficiency, and supportive trade policies will cumulatively enhance the export competitiveness of Chinese mobile phones in the Indonesian market (Bin, 2015). These data analysis techniques primarily focused on regression analysis and empirical analysis, which helped us identify statistical relationships between the variables

under study and validate our findings with empirical data observed. Thus, researchers ensured that our findings had a strong and relevant basis within the context we examined.

4.2 Questionnaire Analysis of China Phone Export Competitiveness in Indonesia

The analysis of the export competitiveness of Chinese mobile phones in the Indonesian market is predicated upon a meticulous examination of various dimensions encompassed in the structured questionnaire. This section elucidates the findings derived from the questionnaire data, shedding light on the intricate dynamics governing the competitiveness of Chinese smartphone products in Indonesia.

The questionnaire delved into respondents' perceptions regarding the innovative features of Chinese mobile phones in Indonesia. The results indicate that many Indonesian consumers acknowledge Chinese mobile phones' unique, innovative features. Moreover, a positive response exists towards adapting these innovations for the Indonesian market, suggesting a favourable reception among consumers. This underscores the importance of continuous innovation as a driver of export competitiveness.

A notable aspect of analysis pertains to the perceived pricing of Chinese mobile phones. Respondents indicate that competitive pricing plays a pivotal role in their decision to purchase Chinese phones, highlighting the significance of affordability in enhancing export competitiveness. Additionally, budget constraints and value for money influence consumer choice, emphasizing the importance of pricing strategies in the Indonesian market.

The perception of quality emerges as a crucial determinant of export competitiveness. Indonesian consumers perceive Chinese smartphones as high-quality, durable, and reliable products. These perceptions contribute to the positive market reception and longevity of Chinese mobile phones within the Indonesian market, indicating a favourable competitive position in terms of product quality.

The country of origin also has a notable influence on export competitiveness. Indonesian consumers associate Chinese technological products with high quality, skilled craftsmanship, and authenticity. This favourable perception of the country of origin bolsters the competitive advantage of Chinese mobile phones in Indonesia, fostering trust and confidence among consumers.

Questionnaire data show consumer loyalty to Chinese smartphone brands. A considerable proportion of respondents prefer Chinese brands, indicating the importance of brand reputation and consumer trust in sustaining export competitiveness over time.

Indonesian consumers are notably satisfied with Chinese mobile phones. Positive experiences related to product performance, reliability, and technological innovations contribute to satisfaction. This underscores the importance of meeting consumer expectations and delivering value-added experiences to maintain a competitive edge in the market.

Perceptions regarding government policies and distribution channels also influence export competitiveness. Respondents express varying degrees of familiarity with import policies and accessibility to Chinese mobile phones in the Indonesian market. Efficient distribution networks and supportive trade policies are perceived to enhance export competitiveness by facilitating market access and consumer reach.

The findings corroborate the hypothesis positing a cumulative enhancement of export competitiveness through product innovation, competitive pricing, quality perception, brand loyalty, country of origin image, customer satisfaction, trade policies, and purchase intention. Regression and empirical analyses validate these relationships, underscoring the robustness of the findings within the Indonesian market context.

In conclusion, the analyses of questionnaire data provide valuable insights into the multifaceted determinants of the export competitiveness of Chinese mobile phones in Indonesia. By addressing various aspects ranging from product innovation to trade policies, this study offers a comprehensive understanding of the factors shaping the competitive landscape and informs strategic decision-making for stakeholders in the mobile phone industry.

CHAPTER V

REGRESSION RESULT

5. Regression Result

5.1. Analysis of Respondents

This study investigates the characteristics of respondents based on gender within the research sample. Primary data collected 2024 serve as the foundation for this analysis. The table below provided details the frequency of respondents based on gender, as follows:

Table 5.1 Respondents Based on Gender

Category	Frequency	Percentage
Male	123	41.0 %
Female	177	59.0 %
Total	300	100.0 %

Source: Primary Data Processed of Respondents Based on Gender 2024

The analysis presented in Table 5.1 provides valuable insights into the demographic composition of the respondents involved in the study. With a sample size of 300 individuals, the data offers a snapshot of the gender distribution among participants. This section aims to delve deeper into the implications of these findings, particularly concerning gender representation within the research context. The gender breakdown of the respondents reveals a noteworthy disparity, with females comprising a significant majority at 59.0%, compared to males, who represent 41.0% of the total sample. This statistical contrast prompts a closer examination of the factors influencing the composition of the study's participants and the potential ramifications for data interpretation and generalizability.

Firstly, the predominance of female respondents raises questions about the underlying reasons for this gender skew. Various factors could contribute to this phenomenon, including the nature of the research topic, sampling methods employed, and societal dynamics influencing participation rates. It is essential to acknowledge these factors to ensure a comprehensive understanding of the study's findings and their applicability to broader populations. One plausible explanation for the higher proportion of female respondents could relate to the subject matter under investigation. Certain topics or research areas may inherently appeal more to one gender over the other, leading to differential participation rates.

Additionally, societal norms and cultural expectations may influence individuals' willingness to engage with research activities, potentially shaping the gender distribution of study participants.

Furthermore, the sampling methods utilized in data collection can influence the demographic composition of the sample. For instance, if the research relied on convenience sampling or targeted recruitment strategies, it could inadvertently skew the participant pool towards certain demographic groups, such as females. Understanding the nuances of the sampling process is crucial for interpreting the findings accurately and assessing their broader relevance. The gender imbalance observed in the study's sample also has implications for data interpretation and generalizability. Given that females constitute most respondents, there may be inherent biases in the data that reflect the perspectives, experiences, and behaviors of this demographic group more prominently. As such, researchers must consider how gender dynamics may shape the study's outcomes and the extent to which findings can be extrapolated to other populations.

Moreover, the overrepresentation of females in the sample may raise questions about the study's external validity and generalizability. If the research aims to make inferences about a broader population, the disproportionate gender distribution could limit the extent to which findings can be applied to groups with different demographic characteristics. Researchers must carefully consider the demographic makeup of their sample and its implications for the study's broader relevance and applicability.

Table 5.2 Respondents Based on Age

Category	Frequency	Percentage
Age 15 – 25 years	150	50,0 %
Age 25 – 50 years	142	47,3 %
Above 50 years	8	2,7 %
Total	300	100,0 %

Source: Primary Data Processed of Respondents Based on Age 2024

The distribution of respondents based on age, as depicted in Table 5.2, highlights significant trends that warrant closer examination. With a total sample size of 300 individuals, the data provides valuable insights into the demographic composition of the study participants, particularly regarding age dynamics. This section aims to analyze the implications of the age

distribution for data interpretation, generalizability, and contextualization of the study's findings. The age breakdown presented in Table 5.3 reveals a pronounced skew towards younger respondents, with half of the sample falling within the 15-25 years age bracket. This demographic trend underscores the prevalence of youth representation in the study, which has multifaceted implications for understanding the research outcomes and their broader applicability. Primarily, the significant presence of younger respondents suggests a heightened relevance of youth perspectives within the study's context. Given that individuals in the 15-25 years age group constitute a substantial proportion of the sample, their perspectives, preferences, and behaviors are likely to exert considerable influence on the study's findings. As such, researchers must carefully consider the unique dynamics shaping youth experiences and how these factors interact with other demographic variables.

Furthermore, the overrepresentation of younger respondents raises questions about the generalizability of the study's findings to broader populations. If the research aims to make inferences about age cohorts beyond the 15-25 years bracket, the disproportionate distribution of respondents may limit the extent to which findings can be extrapolated. Researchers must critically assess the implications of this age skew for the study's external validity and the applicability of its conclusions to diverse age groups. Moreover, understanding the age distribution of respondents is crucial for contextualizing the study's findings within broader sociocultural contexts. Different age cohorts may exhibit distinct values, beliefs, and societal norms that shape their attitudes and behaviors. By recognizing these age-related nuances, researchers can provide richer interpretations of the data and offer insights into how demographic factors intersect with other variables to influence research outcomes.

The prominence of younger respondents in the sample also has implications for data interpretation and analysis. Certain research topics or questions may resonate more strongly with younger individuals, leading to biases in the data that reflect their perspectives disproportionately. Researchers must be vigilant in identifying and addressing these potential biases to ensure the integrity and reliability of their findings. Additionally, the age distribution of respondents' sheds light on potential gaps in sampling and representation, particularly concerning older age cohorts. With only 8 respondents above the age of 50, comprising a minor proportion of the sample, there is a notable underrepresentation of this demographic group. This imbalance may limit the comprehensiveness of the study's insights, particularly regarding issues that resonate more strongly with older individuals.

Addressing these gaps in sampling is essential for promoting inclusivity and ensuring that the study captures a diverse range of perspectives. By actively seeking to include individuals from all age groups, researchers can enhance the validity and relevance of their findings, ensuring that they accurately reflect the diversity of human experiences and perspectives. In conclusion, the age distribution of respondents in the study offers valuable insights into the demographic composition of the sample and its implications for data interpretation and generalizability. The prevalence of younger individuals underscores the importance of considering youth perspectives and experiences within the research context. By acknowledging and addressing the implications of age dynamics, researchers can enhance the validity, reliability, and relevance of their findings, contributing to a more comprehensive understanding of the phenomena under investigation.

Table 5.3 Respondents Based on Income

Category	Frequency	Percentage
≤Rp2,000,000	85	28.3 %
Rp2,000,000 – Rp5,000,000	121	40.3 %
Rp5,000,000 – Rp15,000,000	81	27.0 %
≥ Rp15,000,000	13	4.3 %
Total	300	100.0 %

Source: Primary Data Processed of Respondents Based on Income 2024

The analysis presented in Table 5.3 offers insights into the characteristics of respondents based on their monthly income within the research sample. With a total sample size of 300 individuals, the data provides valuable information about the income distribution among participants. This section aims to explore the implications of the income distribution for understanding the socioeconomic context of the study's findings and its potential impact on data interpretation and generalizability. The breakdown of respondents based on income reveals notable patterns, with a substantial proportion of individuals earning monthly incomes ranging from Rp2,000,000 to Rp5,000,000. Specifically, 121 respondents, constituting 40.3% of the total sample, fall within this income bracket. This finding underscores the prevalence of moderate-income levels within the study population, with a significant portion of respondents earning salaries within this range.

The prevalence of moderate-income levels among respondents has several implications for understanding the socioeconomic context of the study. Individuals earning monthly incomes between Rp2,000,000 and Rp5,000,000 may face distinct financial circumstances and constraints that influence their behaviors, attitudes, and decision-making processes. By acknowledging these socioeconomic dynamics, researchers can provide richer interpretations of the data and offer insights into how income levels intersect with other variables to shape research outcomes. Furthermore, the income distribution among respondents highlights potential disparities in economic well-being within the study population. While a considerable proportion of individuals fall within the moderate-income bracket, there are also respondents with lower and higher income levels. For example, 85 respondents (28.3% of the total sample) earn monthly incomes of $\leq$ Rp2,000,000, indicating lower socioeconomic status, while 13 respondents (4.3% of the total sample) have monthly incomes of $\geq$ Rp15,000,000, reflecting higher income levels.

These income disparities underscore the importance of considering socioeconomic diversity within the research sample. Individuals from different income brackets may have distinct perspectives, experiences, and priorities that shape their responses to research inquiries. By acknowledging and accounting for these differences, researchers can ensure that their findings accurately reflect the diversity of socioeconomic backgrounds within the study population. Moreover, the income distribution among respondents has implications for data interpretation and generalizability. Individuals' income levels may influence their access to resources, opportunities, and services, which can in turn impact their behaviors and attitudes. Researchers must consider how income dynamics intersect with other demographic variables, such as age and gender, to provide nuanced interpretations of the data and assess its broader relevance to different population groups.

The income distribution also raises questions about the representativeness of the study sample and its applicability to broader populations. If the research aims to make inferences about specific income groups or socioeconomic strata, the composition of the sample becomes particularly relevant. Researchers should critically evaluate the demographic makeup of their sample and consider how it may influence the generalizability of their findings to other contexts. In conclusion, the income distribution among respondents offers valuable insights into the socioeconomic context of the study and its implications for data interpretation and generalizability. By acknowledging the diverse income levels within the research sample, researchers can provide richer interpretations of the data and ensure that their findings

accurately reflect the socioeconomic diversity of the study population. Addressing income disparities and considering their impact on research outcomes is essential for promoting inclusivity and enhancing the validity and relevance of the study's findings.

The other data of the distribution of respondents based on their highest educational attainment in the table 5.4 is presented below:

Table 5.4 Respondents Based on Education

Category	Frequency	Percentage
D3/S1 (Diploma or Bachelor)	94	31.3 %
S2 / S3 (Master's or PhD)	11	3.7 %
SMA (High school)	162	54.0 %
SMP (Junior high school)	33	11.0 %
Total	300	100.0 %

Source: Primary Data Processed of Respondents Based on Education 2024

The distribution of respondents based on their highest educational attainment, as presented in Table 5.4, offers valuable insights into the educational profile of the study sample. With a total sample size of 300 individuals, the data provides a comprehensive overview of the educational backgrounds represented among participants. This section aims to analyze the implications of the educational distribution for understanding the knowledge, skills, and perspectives of the study population, as well as its potential impact on data interpretation and generalizability. The breakdown of respondents based on educational attainment reveals significant patterns, with most respondents having completed high school (SMA). Specifically, 162 respondents, constituting 54.0% of the total sample, fall within this educational category. This finding underscores the prevalence of high school graduates within the study population, reflecting the educational landscape of the broader community or target demographic.

The prominence of high school graduates among respondents has several implications for understanding the knowledge, skills, and perspectives represented within the study sample. Individuals with a high school education may possess diverse experiences and competencies that shape their responses to research inquiries. By acknowledging the educational backgrounds of respondents, researchers can provide richer interpretations of the data and offer insights into how educational attainment intersects with other variables to influence research outcomes. Furthermore, the educational distribution among respondents highlights potential

disparities in educational access and attainment within the study population. While a considerable proportion of individuals have completed high school, there are also respondents with varying levels of educational achievement. For example, 94 respondents (31.3% of the total sample) have attained a diploma (D3) or bachelor's degree (S1), indicating higher educational attainment, while 11 respondents (3.7% of the total sample) have pursued postgraduate studies (S2/S3).

These educational disparities underscore the importance of considering educational diversity within the research sample. Individuals from different educational backgrounds may bring unique perspectives, insights, and expertise to the research process, enriching the quality and depth of the findings. By acknowledging and valuing these differences, researchers can ensure that their research reflects the diversity of educational experiences within the study population. Moreover, the educational distribution among respondents has implications for data interpretation and generalizability. Individuals' educational backgrounds may influence their cognitive abilities, information processing skills, and critical thinking capacities, which can shape their responses to research inquiries. Researchers must consider how educational dynamics intersect with other demographic variables, such as age, gender, and income, to provide nuanced interpretations of the data and assess its broader relevance to different population groups.

The educational distribution also raises questions about the representativeness of the study sample and its applicability to broader populations. If the research aims to make inferences about specific educational groups or levels of attainment, the composition of the sample becomes particularly relevant. Researchers should critically evaluate the demographic makeup of their sample and consider how it may influence the generalizability of their findings to other contexts. In conclusion, the educational distribution among respondents offers valuable insights into the knowledge, skills, and perspectives represented within the study sample. By acknowledging the diverse educational backgrounds of participants, researchers can provide richer interpretations of the data and ensure that their findings accurately reflect the educational diversity of the study population. Addressing educational disparities and considering their impact on research outcomes is essential for promoting inclusivity and enhancing the validity and relevance of the study's findings.

Furthermore, the distribution of respondents based on their occupation is outlined in the table 5.5 below:

Table 5.5 Respondents Based on Occupation

Category	Frequency	Percentage
Labor	1	0.3 %
Freelancer	2	0.7 %
Housewife	12	4.0 %
Civil Servant / SOE	31	10.3 %
Private Employee	108	36.0 %
Student	91	30.3 %
Retiree	4	1.3 %
Entrepreneur	51	17.0 %
Total	300	100.0 %

Source: Primary Data Processed of Respondents Based on Occupation 2024

The distribution of respondents based on their occupation, as illustrated in Table 5.5, offers valuable insights into the employment status and professional backgrounds of the study participants. With a total sample size of 300 individuals, the data provides a comprehensive overview of the occupational profiles represented within the research sample. This section aims to analyze the implications of the occupational distribution for understanding the economic activities, roles, and perspectives of the study population, as well as its potential impact on data interpretation and generalizability. The breakdown of respondents based on occupation reveals significant patterns, with most respondents being employed as private employees. Specifically, 108 respondents, constituting 36.0% of the total sample, fall within this occupational category. This finding underscores the prevalence of private sector employment within the study population, reflecting the economic landscape and employment opportunities available to individuals in the research context.

The prominence of private employees among respondents has several implications for understanding the economic activities and roles represented within the study sample. Individuals employed in the private sector may have diverse professional backgrounds, responsibilities, and experiences that shape their responses to research inquiries. By acknowledging the occupational profiles of respondents, researchers can provide richer interpretations of the data and offer insights into how occupational status intersects with other variables to influence research outcomes. Furthermore, the occupational distribution among

respondents highlights the diversity of employment status and professional roles within the study population. While a considerable proportion of individuals are private employees, there are also respondents engaged in various other occupations. For example, 31 respondents (10.3% of the total sample) are civil servants or employed in state-owned enterprises (SOEs), 51 respondents (17.0% of the total sample) are entrepreneurs, and 91 respondents (30.3% of the total sample) are students.

These occupational disparities underscore the importance of considering occupational diversity within the research sample. Individuals from different occupational backgrounds may bring unique perspectives, skills, and insights to the research process, enriching the depth and breadth of the findings. By acknowledging and valuing these differences, researchers can ensure that their research reflects the diversity of professional experiences within the study population. Moreover, the occupational distribution among respondents has implications for data interpretation and generalizability. Individuals' occupational statuses may influence their work-related experiences, attitudes, and behaviors, which can shape their responses to research inquiries. Researchers must consider how occupational dynamics intersect with other demographic variables, such as age, gender, and education, to provide nuanced interpretations of the data and assess its broader relevance to different population groups.

The occupational distribution also raises questions about the representativeness of the study sample and its applicability to broader populations. If the research aims to make inferences about specific occupational groups or industries, the composition of the sample becomes particularly relevant. Researchers should critically evaluate the demographic makeup of their sample and consider how it may influence the generalizability of their findings to other contexts. In conclusion, the occupational distribution among respondents offers valuable insights into the economic activities, roles, and perspectives represented within the study sample. By acknowledging the diverse occupational backgrounds of participants, researchers can provide richer interpretations of the data and ensure that their findings accurately reflect the occupational diversity of the study population. Addressing occupational disparities and considering their impact on research outcomes is essential for promoting inclusivity and enhancing the validity and relevance of the study's findings.

5.2. Validity Test

Prior to demonstrating the sustainability of all statement indicators as research instruments, a large sample test involving 300 respondents was conducted. With a significance

level of 5%, if the calculated $r > r_{\text{table}}$, the statement is deemed valid. Conversely, if $r < r_{\text{table}}$, the statement is considered invalid. The validity test result are as follows:

Table 5.6 Validity Test Results

Variable	Item	R Calculate	R Tabel	Notes
X1	X1.1	0.911	0.138	Valid
	X1.2	0.923	0.138	Valid
	X1.3	0.862	0.138	Valid
	X1.4	0.886	0.138	Valid
	X1.5	0.912	0.138	Valid
	X1.6	0.887	0.138	Valid
X2	X2.1	0.859	0.138	Valid
	X2.2	0.881	0.138	Valid
	X2.3	0.771	0.138	Valid
	X2.4	0.851	0.138	Valid
	X2.5	0.887	0.138	Valid
	X2.6	0.840	0.138	Valid
X3	X3.1	0.857	0.138	Valid
	X3.2	0.853	0.138	Valid
	X3.3	0.770	0.138	Valid
	X3.4	0.891	0.138	Valid
	X3.5	0.830	0.138	Valid
	X3.6	0.824	0.138	Valid
X4	X4.1	0.839	0.138	Valid
	X4.2	0.867	0.138	Valid
	X4.3	0.815	0.138	Valid
	X4.4	0.838	0.138	Valid
	X4.5	0.806	0.138	Valid

	X4.6	0.781	0.138	Valid
X5	X5.1	0.907	0.138	Valid
	X5.2	0.897	0.138	Valid
	X5.3	0.848	0.138	Valid
	X5.4	0.855	0.138	Valid
	X5.5	0.855	0.138	Valid
	X5.6	0.828	0.138	Valid
X6	X6.1	0.866	0.138	Valid
	X6.2	0.884	0.138	Valid
	X6.3	0.813	0.138	Valid
	X6.4	0.886	0.138	Valid
	X6.5	0.821	0.138	Valid
	X6.6	0.817	0.138	Valid
X7	X7.1	0.864	0.138	Valid
	X7.2	0.908	0.138	Valid
	X7.3	0.909	0.138	Valid
	X7.4	0.853	0.138	Valid
X8	X8.1	0.904	0.138	Valid
	X8.2	0.890	0.138	Valid
	X8.3	0.857	0.138	Valid
	X8.4	0.889	0.138	Valid
	X8.5	0.862	0.138	Valid
	X8.6	0.870	0.138	Valid
Y	Y1	0.888	0.138	Valid
	Y2	0.872	0.138	Valid
	Y3	0.795	0.138	Valid
	Y4	0.895	0.138	Valid
	Y5	0.889	0.138	Valid

	Y6	0.796	0.138	Valid
--	----	-------	-------	-------

Source: SPSS Data Processed of Validity Test

Based on table 5.6 on the validity test result, it is evident that all statements of the proposed variables for respondents are valid. This determination is made as the calculated $r > r$ table (0.181), indicating that all statements in the questionnaire are deemed suitable instruments for measuring research data.

The validity test results indicate that all items related to innovation (X1.1 to X1.6) have obtained significant correlation coefficients (R Calculate) above the critical value (R Tabel), signifying their validity. This suggests that the measurement items effectively capture different aspects of innovation within the Chinese mobile phone industry. As innovation plays a pivotal role in distinguishing Chinese mobile phone products in the global market, including Indonesia, the validity of these items ensures the robustness of the analysis. Stakeholders can rely on these measurements to gain profound insights into how innovation influences export competitiveness and identify areas for enhancing innovation to bolster product competitiveness further.

Like innovation, all items pertaining to price perception (X2.1 to X2.6) exhibit significant correlation coefficients above the critical value, indicating their validity. These measurement items effectively capture Indonesian consumers' perceptions of the prices of Chinese mobile phone products. As price perception significantly influences consumer preferences and product competitiveness, the validity of these items ensures the accuracy of the analysis and facilitates the development of appropriate pricing strategies to enhance competitiveness.

All items related to quality perception (X3.1 to X3.6) demonstrate significant correlation coefficients above the critical value, validating their effectiveness in capturing Indonesian consumers' perceptions of the quality of Chinese mobile phone products. Given the critical role of quality perception in influencing consumer choices and product competitiveness, the validity of these items is instrumental in informing strategies to maintain or improve product quality and competitiveness in the Indonesian market.

The validity test results indicate that all items concerning the perception of the country of origin (X4.1 to X4.6) exhibit significant correlation coefficients above the critical value, confirming their validity. These measurement items effectively capture Indonesian consumers' perceptions of the country of origin of Chinese mobile phone products. As the country-of-

origin perception can significantly impact consumer preferences and product competitiveness, the validity of these items ensures the accuracy of the analysis and aids in devising marketing strategies that emphasize the advantages of Chinese products.

All items related to brand loyalty (X5.1 to X5.6) demonstrate significant correlation coefficients above the critical value, indicating their validity. These measurement items effectively capture the extent of Indonesian consumers' loyalty to Chinese mobile phone brands. As brand loyalty can be a crucial factor in maintaining market share and product competitiveness, the validity of these items ensures the accuracy of the analysis and assists in identifying strategies to enhance brand loyalty and competitiveness in the Indonesian market.

The validity test results suggest that all items concerning customer satisfaction (X6.1 to X6.6) have obtained significant correlation coefficients above the critical value, validating their effectiveness in capturing Indonesian consumers' satisfaction with Chinese mobile phone products. Given the pivotal role of customer satisfaction in influencing brand loyalty and product competitiveness, the validity of these items is instrumental in guiding efforts to improve product quality and customer service, thereby enhancing competitiveness in the Indonesian market.

All items related to trade policy (X7.1 to X7.4) exhibit significant correlation coefficients above the critical value, confirming their validity. These measurement items effectively capture the impact of trade policies between China and Indonesia on the export competitiveness of Chinese mobile phone products. As trade policies can significantly affect export volumes and market access, the validity of these items ensures the accuracy of the analysis and aids in identifying opportunities and challenges related to trade policy for enhancing product competitiveness.

The validity test results indicate that all items pertaining to distribution (X8.1 to X8.6) demonstrate significant correlation coefficients above the critical value, validating their effectiveness in capturing the efficiency of distribution channels for Chinese mobile phone products in Indonesia. Given the importance of efficient distribution in ensuring product availability and market reach, the validity of these items is crucial for informing strategies to improve distribution networks and enhance competitiveness in the Indonesian market.

The validity test results for variable Y (Y1 to Y6) suggest that all items exhibit significant correlation coefficients above the critical value, confirming their validity. These measurement items effectively capture the overall export competitiveness of Chinese mobile phone products in the Indonesian market. As export competitiveness is a key determinant of

market success and growth, the validity of these items ensures the accuracy of the analysis and aids in identifying factors contributing to competitiveness and opportunities for improvement.

Overall, the validity test results affirm the reliability of the measurement items for each variable, providing a solid foundation for further analysis and strategic decision-making aimed at enhancing the export competitiveness of Chinese mobile phone products in the Indonesian market.

5.3. Reliability Test

Following the confirmation that all statements variables are suitable research instruments; statements can be considered reliable if Cronbach's Alpha > 0.6. The results of the reliability test are as follows:

Table 5.7 Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Notes
X1	0.950	Reliable
X2	0.921	Reliable
X3	0.913	Reliable
X4	0.905	Reliable
X5	0.923	Reliable
X6	0.920	Reliable
X7	0.905	Reliable
X8	0.940	Reliable
Y	0.927	Reliable

Source: SPSS Data Processed of Reliability Test

Based on Table 5.7, in the context of analyzing the export competitiveness of Chinese mobile phones in Indonesia, the variable of X1 assumes paramount importance. Innovation refers to the capacity of the Chinese mobile phone industry to continuously engage in research and development endeavors pertaining to technology, design, and product features to cater to evolving market demands. The high reliability value (Cronbach's Alpha = 0.950) signifies that the employed measurement of innovation is consistent and dependable. Innovation stands as a

critical factor in distinguishing Chinese mobile phone products amidst competition in the global market, including Indonesia. By accurately measuring the degree of innovation, this research endeavors to provide profound insights into how innovation influences the export competitiveness of Chinese mobile phones in the Indonesian market. Moreover, it enables stakeholders to identify areas where innovation can be enhanced to bolster the competitiveness of these products.

Price perception in X2 assumes significance in determining consumer preferences towards products, especially in the fiercely competitive mobile phone industry. This variable measures how Indonesian consumers perceive the prices of Chinese mobile phone products. Within the context of export competitiveness analysis, a positive price perception can serve as a competitive edge for products. The high reliability value (Cronbach's Alpha = 0.921) indicates that the measurement of price perception is consistent and reliable. Understanding consumer perceptions of price in-depth can assist stakeholders in devising appropriate pricing strategies to enhance the competitiveness of Chinese mobile phone products in the Indonesian market.

In the mobile phone industry, X3 for product quality plays a pivotal role in attracting and retaining consumers. This variable reflects how Indonesian consumers perceive the quality of Chinese mobile phone products. Positive quality perceptions can be a key factor in enhancing product competitiveness. The high reliability value (Cronbach's Alpha = 0.913) suggests that the measurement of quality perception is consistent and reliable. By comprehending consumer perceptions of quality, this research aims to help the Chinese mobile phone industry maintain or improve high-quality standards in their products, consequently boosting competitiveness in the Indonesian market.

Consumer perceptions regarding a product's X4 as country of origin can influence their perceptions of its quality and reliability. This variable measures how Indonesian consumers perceive the country of origin of Chinese mobile phone products. Within the context of export competitiveness analysis, a positive perception of the country of origin can support the enhancement of product competitiveness. The high reliability value (Cronbach's Alpha = 0.905) indicates that the measurement of country-of-origin perception is consistent and reliable. By understanding how consumers view the country of origin of products, this research can help in developing appropriate marketing strategies that emphasize the advantages of products originating from China.

While X5 for brand loyalty reflects the extent to which consumers consistently choose products from a particular brand. In the competitive mobile phone industry, brand loyalty can

be an asset. This variable measures how loyal Indonesian consumers are to Chinese mobile phone brands. The high reliability value (Cronbach's Alpha = 0.923) suggests that the measurement of brand loyalty is consistent and reliable. By understanding brand loyalty, this research can assist Chinese mobile phone brands in identifying ways to maintain and enhance consumer loyalty, thereby increasing market share and product competitiveness in Indonesia.

Customer satisfaction X6 serves as a vital indicator in evaluating product performance and quality. This variable measures how satisfied Indonesian consumers are with Chinese mobile phone products. The high reliability value (Cronbach's Alpha = 0.920) indicates that the measurement of customer satisfaction is consistent and reliable. By comprehending levels of customer satisfaction, this research can assist Chinese mobile phone brands in identifying areas where they can improve their products and services to enhance consumer satisfaction, consequently strengthening competitiveness in the Indonesian market.

This variable refers to trade policies in X7 between China and Indonesia that impact the export of Chinese mobile phones to Indonesia. Favorable trade policies can support export growth and increase product competitiveness. The high reliability value (Cronbach's Alpha = 0.905) suggests that the measurement of trade policy is consistent and reliable. By understanding the impact of trade policies on exports, this research can assist both governments and the Chinese mobile phone industry in identifying opportunities and challenges related to existing trade policies.

Furthermore, X8 as efficient distribution can be a crucial factor in ensuring product availability and reaching consumers effectively. This variable measures the efficiency of distribution channels for Chinese mobile phone products in the Indonesian market. The high reliability value (Cronbach's Alpha = 0.940) indicates that the measurement of distribution is consistent and reliable. By understanding distribution efficiency, this research can assist Chinese mobile phone brands in enhancing their distribution networks, ensuring an adequate supply of products in the market, and consequently, increasing competitiveness in Indonesia.

Finally, this pivotal variable represents the overall Y as export competitiveness of Chinese mobile phones in the Indonesian market. Export competitiveness is a multifaceted concept encompassing various factors such as product quality, pricing strategy, brand image, and market perception. A high level of export competitiveness indicates that Chinese mobile phones are well-positioned to succeed and thrive in the Indonesian market against competitors. The reliability of this measurement (Cronbach's Alpha = 0.927) underscores its consistency and

trustworthiness in gauging the competitiveness of Chinese mobile phones in exports to Indonesia.

5.4. Discussion

Chinese mobile phone manufacturers stand at the forefront of technological advancement, continuously striving to introduce novel features, innovative technologies, and cutting-edge designs. These innovations not only captivate consumers but also differentiate Chinese mobile phones from competitors in the Indonesian market. Leveraging innovation, Chinese brands can offer unique value propositions that resonate with Indonesian consumers, thus positioning themselves as leaders in the industry.

The significance of innovation underscores its pivotal role as a determinant of export competitiveness. Innovation is not confined to product development but extends to marketing strategies, distribution channels, and customer experiences. By allocating resources to R&D initiatives, companies can foster a culture of innovation, driving the creation of groundbreaking products that meet evolving consumer needs and preferences. Furthermore, adopting novel marketing approaches, exploring new distribution models, and enhancing customer engagement platforms allow Chinese mobile phone brands to unlock new avenues for growth and differentiation, further strengthening their competitive position in Indonesia. Continuous innovation is essential for Chinese mobile phone brands to maintain relevance and resilience amidst intensifying competition. In a rapidly evolving market landscape, where consumer preferences and technological trends evolve swiftly, continuous innovation is paramount. By staying attuned to market dynamics and proactively innovating, Chinese brands can anticipate and adapt to changing consumer demands, thus retaining their competitive edge in Indonesia.

The results from the questionnaire survey highlight that Indonesian consumers acknowledge and appreciate the innovative features of Chinese mobile phones. The positive reception of these innovations suggests a favorable market response, reinforcing the importance of continuous innovation as a driver of export competitiveness. This positive perception is critical in helping Chinese brands establish and maintain a strong market presence in Indonesia. Additionally, the study found that perceived pricing and quality are significant factors influencing the competitiveness of Chinese mobile phones in Indonesia. Competitive pricing strategies and high-quality perceptions are crucial for attracting and retaining consumers. The positive correlation between competitive pricing and consumer choice emphasizes the importance of affordability, while high-quality perceptions enhance the market reception and

longevity of Chinese mobile phones. Country of origin also plays a significant role in shaping consumer perceptions. Indonesian consumers associate Chinese technological products with high quality and skilled craftsmanship, which bolsters the competitive advantage of Chinese mobile phones in Indonesia. This favorable perception fosters trust and confidence among consumers, further enhancing the market position of Chinese brands. Brand loyalty and customer satisfaction are equally important in sustaining export competitiveness. The study indicates a considerable proportion of Indonesian consumers prefer Chinese brands, highlighting the importance of brand reputation and consumer trust. Positive experiences related to product performance, reliability, and technological innovations contribute to consumer satisfaction, which is crucial for maintaining a competitive edge in the market. Perceptions regarding government policies and distribution channels also influence export competitiveness. Efficient distribution networks and supportive trade policies are perceived to enhance market access and consumer reach, thereby improving the competitiveness of Chinese mobile phones in Indonesia. Understanding these factors enables stakeholders to develop strategies that address potential challenges and leverage opportunities to bolster export competitiveness.

In conclusion, the multifaceted analysis of questionnaire data provides valuable insights into the determinants of the export competitiveness of Chinese mobile phones in Indonesia. By addressing various aspects ranging from product innovation to trade policies, this study offers a comprehensive understanding of the factors shaping the competitive landscape. Prioritizing innovation across product development, marketing strategies, and customer experiences allows Chinese brands to enhance their market presence, differentiate themselves from competitors, and forge stronger connections with Indonesian consumers. Embracing innovation as a strategic imperative will enable Chinese mobile phone manufacturers to thrive in the dynamic and fiercely.

CHAPTER VII

CONCLUSION

6. Conclusion

6.1. Conclusion

From the analyses, the export of Chinese mobile phones to Indonesia holds significant potential for enhancing its competitiveness in the global market. From the analyses conducted, it can be concluded that innovation (X1), perceived price (X2), perceived quality (X3), country of origin (X4), brand loyalty (X5), customer satisfaction (X6), trade policy (X7), and distribution efficiency (X8) collectively influence the export competitiveness of Chinese mobile phones in the Indonesian market. Innovation is pivotal in enhancing export competitiveness, as Indonesian consumers positively respond to innovative features offered. Perceived price, perceived quality, and country of origin significantly affect consumer preferences and purchasing decisions, with competitive pricing, high perceived quality, and positive perceptions of the country of origin enhancing the appeal of Chinese mobile phones (Chen, 2016). Brand loyalty and customer satisfaction are crucial in maintaining market share and competitive advantage by fostering a loyal customer base and delivering superior customer experiences. Trade policy is also a significant factor affecting export competitiveness, with supportive policies facilitating market access and reducing trade barriers. Distribution efficiency is essential for competitiveness, ensuring timely product availability and expanding market reach. By comprehensively understanding and integrating these factors into their market strategies, Chinese mobile phone brands can enhance their competitive positioning, drive market growth, and capitalize on long-term opportunities in the Indonesian market.

In conclusion, this research underscores the interconnectedness of various factors influencing export competitiveness. It highlights the importance of strategic planning, innovation, market positioning, and policy advocacy in driving success in the Indonesian mobile phone market. By leveraging these insights and adopting a comprehensive approach to market strategy, Chinese mobile phone brands can enhance their competitive position, foster market growth, and capitalize on opportunities for sustained success.

6.2. Policy Recommendation

Policy recommendations for enhancing the export competitiveness of Chinese mobile phones to Indonesia encompass several strategic initiatives. In enhancing the export

competitiveness of Chinese mobile phones in Indonesia, a comprehensive approach encompassing various facets of the mobile phone industry is essential. Based on the conclusions drawn from this research, it can be inferred that each variable plays a crucial role in influencing the export competitiveness of Chinese mobile phones in Indonesia. The interplay between innovation and customer satisfaction constitutes a powerful mechanism through which Chinese mobile phones enhance their competitiveness in the Indonesian market. Innovation catalyzes differentiation and value creation, enabling Chinese brands to offer unique features and functionalities that resonate with Indonesian consumers. By continuously investing in research and development, Chinese mobile phone companies can stay ahead of the curve, introducing innovative technologies and design innovations that captivate the Indonesian market. These innovations attract consumers seeking the latest trends and elevate the perceived value of Chinese mobile phones, positioning them as premium offerings in a competitive landscape. Moreover, innovation facilitates adaptability to local market needs and preferences, enabling Chinese brands to tailor their products to suit Indonesian consumers' requirements. Whether customizing software features, optimizing user interfaces, or incorporating regional cultural elements, innovation empowers companies to forge deeper connections with Indonesian consumers, enhancing brand relevance and competitiveness. Furthermore, innovations in supply chain management and production processes contribute to cost efficiencies, enabling Chinese mobile phone brands to offer competitive pricing without compromising quality.

Concurrently, customer satisfaction is a reinforcing mechanism that solidifies the competitive advantage derived from innovation. When Indonesian consumers perceive Chinese mobile phones as reliable, user-friendly, and technologically advanced, their satisfaction levels increase, leading to positive word-of-mouth referrals and repeat purchases. High levels of customer satisfaction foster brand loyalty and serve as a barrier to entry for competitors, as satisfied customers are less likely to switch to alternative brands. Consequently, Chinese mobile phone companies can leverage satisfied customer bases to gain market share, expand their presence, and sustain long-term growth in Indonesia. Furthermore, the constructive collaboration between innovation and customer satisfaction amplifies brand equity, enhancing the perceived value of Chinese mobile phones in the Indonesian market. As satisfied customers become brand advocates, they contribute to positive brand associations and reputational capital, further bolstering the competitive positioning of Chinese mobile phone brands. This virtuous cycle of innovation-driven differentiation and customer-centric

satisfaction establishes a formidable barrier to entry for competitors, consolidating the market leadership of Chinese mobile phones in Indonesia. The symbiotic relationship between innovation and customer satisfaction forms the cornerstone of competitiveness for Chinese mobile phones in the Indonesian market. By continually innovating to meet evolving consumer needs and exceeding expectations to drive satisfaction, Chinese brands can gain a competitive edge and establish enduring market dominance, cementing their position as preferred choices among Indonesian consumers.

REFERENCES

- Achille, A., Balloch, C., Bu, L., Chen, C., Chen, G., Chen, L., Enger, W., Ho, J., Huang, X., Hui, D., Kuijpers, D., Leung, N., Li, L., Mak, J., Ngai, J., Poh, F., Pountney, D., Sawaya, A., Saxon, S., ... Zipser, D. (2021). China Consumer Report 2021: Understanding Chinese Consumers: Growth Engine of the World. *China Consumer Report 2021, November 2020*, 1–158.
- Alif Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 58. <https://doi.org/10.5296/bms.v5i2.6003>
- Amanbayev, Y., & Masih, M. (2020). What factors affect the export competitiveness ? Malaysian evidence. *Munich Personal RePEc Archive*, 102512, 1–20.
- Andriantomanga, Z., Bolhuis, M. A., & Hakobyan, S. (2023). Global Supply Chain Disruptions: Challenges for Inflation and Monetary Policy in Sub-Saharan Africa. *IMF Working Papers*, 3–39. <https://www.elibrary.imf.org/view/journals/001/2023/039/article-A001-en.xml>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5). <https://doi.org/10.3390/admsci13050118>
- Ayllón, S., & Radicic, D. (2019). Product innovation, process innovation and export propensity: persistence, complementarities and feedback effects in Spanish firms. *Applied Economics*, 51(33), 3650–3664. <https://doi.org/10.1080/00036846.2019.1584376>
- Balkyte, A., & Tvaronavičiene, M. (2010). Konkurencingumo suvokimas darnaus vystymosi kontekste: “Darnaus konkurencingumo” aspektai. *Journal of Business Economics and Management*, 11(2), 341–365. <https://doi.org/10.3846/jbem.2010.17>
- Bekkers, E., & Schroeter, S. (2020). an Economic Analysis of the Us-China Trade Conflict. *World Trade Organization, March*, 11.
- Bin, S. (2015). China’s Trade Development Strategy and Trade Policy Reforms. *International Institute of Sustainable Development, April*. <http://www.iisd.org/sites/default/files/publications/china-trade-strategy-policy-reform.pdf>
- Blanco-Encomienda, F. J., Chen, S., & Molina-Muñoz, D. (2024). The influence of country-of-origin on consumers’ purchase intention: a study of the Chinese smartphone market. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2023-0462>
- CWELL. (2021). The Advantages and Disadvantages Chinese Mobile. [doi:https://www.cwelltech.com/the-advantages-and-disadvantages-of-chinese-mobile/](https://www.cwelltech.com/the-advantages-and-disadvantages-of-chinese-mobile/)
- Contents, T. O. (n.d.). *Heckscher-Ohlin theory Bertil Ohlin Swedish economist*.
- Das, D., Sarkar, A., & Debroy, A. (2022). Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy. *International Journal of Consumer Studies*, 46(3), 692–715. <https://doi.org/10.1111/ijcs.12786>
- Diversification, E. (2007). Export diversification and Competitiveness in Developing Countries. *East*, 2007(2000), 20–37.
- Editorial Board. (2022). *Energy Reports*, 8, OFC. [https://doi.org/10.1016/s2352-4847\(22\)01308-7](https://doi.org/10.1016/s2352-4847(22)01308-7)

- Edquist, L. (2005). *Export Competitiveness-Product Life Cycles and Specialization*. August.
- Erkan, B., & Yildirimci, E. (2015). Economic Complexity and Export Competitiveness: The Case of Turkey. *Procedia - Social and Behavioral Sciences*, 195, 524–533. <https://doi.org/10.1016/j.sbspro.2015.06.262>
- Farole, T., & Bank, W. (2014). *A Diagnostics Approach*. June 2010.
- Farole, T., Reis, J. G., & Wagle, S. (2010). Analyzing Trade Competitiveness: A Diagnostics Approach. *World Bank Policy Research Working Paper*, June, 20.
- Fetscherin, M., Alon, I., & Johnson, J. P. (2010). Assessing the export competitiveness of Chinese industries. *Asian Business and Management*, 9(3), 401–424. <https://doi.org/10.1057/abm.2010.13>
- Firdausy, C. M., Suryana, A., Nugroho, R., & Y.B. Suhartoko. (2019). Revolusi Industri 4.0 Dan Pembangunan Ekonomi Berkelanjutan. *Pusat Penelitian Badan Keahlian DPR RI*, 22(1), 1–266.
- Francis, A. (2021). The Advantages and Disadvantages of Budgeting. *MBA Knowledge Base*.
- Frost & Sullivan. (2018). Digital Market Overview: Indonesia. *Digital Market*, 40.
- Giovanis, A., & Athanasopoulou, P. (2017). Gen Y-ers' brand loyalty drivers in emerging devices. *Marketing Intelligence and Planning*, 35(6), 805–821. <https://doi.org/10.1108/MIP-03-2017-0049>
- Goldin, C. (2016). Human Capital Human Capital. In *Social economics* (Issue I). https://link.springer.com/chapter/10.1007/978-1-349-19806-1_19
- Golub, S. O. C. and S. S. (2008). Export competitiveness and development in LDCs policies , issues and priorities for least developed countries for action during and beyond UNCTAD XII. *United Nations Conference on Trade and Development Palais Des Nations*, 1–78.
- Gong, Y., Zhu, L., & Zhu, J. (2020). *Research on Marketing Strategy of Chinese Mobile Phone Brands in Southeast Asia*. 146(Isbcd 2019), 322–326. <https://doi.org/10.2991/aebmr.k.200708.062>
- Hadi, D. P., & Indradewa, R. (2019). The Service Quality Effect on Corporate Reputation, Customers Satisfaction, and Loyalty. *Journal of Multidisciplinary Academic*, 3(3), 51–56. <https://www.researchgate.net/publication/354753850>
- He, X., Zhu, L., Sun, L., & Yang, L. (2022). The influence of brand marketing on consumers' emotion in mobile social media environment. *Frontiers in Psychology*, 13(July), 1–13. <https://doi.org/10.3389/fpsyg.2022.962224>
- Herdianto, E. F. (2023). *Analysis of Indonesia 's Rising Economic Protectionism since Yudhoyono 's Era*.
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- India. (2024). *Mastering the Art of Financial Management*. www.parabpublications.com
- International Labour Office. Trade and Employment Programme, & International Labour Office. Area Office, J. (n.d.). *Trade and employment : country report for Indonesia*.
- Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate

- reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>
- Ito, A. (2023). : Innovation and China's Global Emergence . In *The China Journal* (Vol. 89). <https://doi.org/10.1086/722863>
- Jackson, J. K. (2010). Trade agreements: Impact on the U.S. economy. *Intellectual Property Rights and International Trade*, 163–183.
- James, W. E., Ray, D. J., & Minor, P. J. (2002). Indonesia's Textile and Apparel Industry: Meeting the Challenges of the Changing International Trade Environment. *Working Paper Series*, 2002(20), 1–52. <http://www.agi.or.jp/publication/workingpp/wp2002/2002-20.pdf>
- Jia, L., Wu, M., & Liu, Y. (2016). The Evolution of Measurement Methods of Comparative Advantage and New Trends in IntraProduct International Specialization. *European Scientific Journal, ESJ*, 12(7), 82. <https://doi.org/10.19044/esj.2016.v12n7p82>
- Jusufi, G., Ukaj, F., & Ajdarpašić, S. (2020). The effect of product innovation on the export performance of Kosovo SMEs. *Management (Croatia)*, 25(2), 215–234. <https://doi.org/10.30924/mjcmi.25.2.12>
- Keskin, H., Ayar Şentürk, H., Tatoglu, E., Gölgeci, I., Kalaycioglu, O., & Etlioglu, H. T. (2021). The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity. *International Marketing Review*, 38(6), 1242–1266. <https://doi.org/10.1108/IMR-09-2019-0227>
- Kumble, G. P., شریفی, ม., สรรตน์ จงดา, Thuemmler, C., Bai, C., Appelo, J., Tapscott, D., Williams, A. D., Cook, N., Me, G., Epidemic, T. N., นพพงษ์ บุญจิตราดุลย์, Dean, J., Rosa Righi, R. da, Alberti, A. M., Singh, M., Gatteschi, V., Lamberti, F., Demartini, C., ... 郭光灿. (2020). No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 53(9), 1689–1699. <https://learn-quantum.com/EDU/index.html%0Ahttp://publications.lib.chalmers.se/records/fulltext/245180/245180.pdf%0Ahttps://hdl.handle.net/20.500.12380/245180%0Ahttp://dx.doi.org/10.1016/j.jsams.2011.03.003%0Ahttps://doi.org/10.1016/j.gr.2017.08.001%0Ahttp>
- Lee, J., & Gereffi, G. (2021). Innovation, upgrading, and governance in cross-sectoral global value chains: The case of smartphones. *Industrial and Corporate Change*, 30(1), 215–231. <https://doi.org/10.1093/icc/dtaa062>
- Lim, K.-G. J., Teo, P.-C., & Yang, L. Z. (2020). The Impact of Innovation on Competitiveness in Smartphone Industry in China BT - 8th International Conference of Entrepreneurship and Business Management Untar (ICEBM 2019). *Advances in Economics, Business and Management Research*, 145(Icebm 2019), 174–176. <https://doi.org/10.2991/aebmr.k.200626.032>
- Murwanti, S., Putra, F. I. F. S., & Praswati, A. N. (2020). *The Effect of Marketplace on China Smartphone Consumer Satisfaction in the Official Store and Black Market in Surakarta*. 417(Icesre 2019), 171–175. <https://doi.org/10.2991/assehr.k.200318.033>
- Noman, A. A., Rehman, F. U., Khan, I., & Saeed, T. (2024). Trade competitiveness and sustainable energy practices: The moderating role of ecological footprint. *Environmental and Sustainability Indicators*, 21(August 2023), 100331. <https://doi.org/10.1016/j.indic.2023.100331>

- Nur Syamsiyah, M. Iaili R. T. J. J. (2021). The Effects Pandemic Covid-19 on Indonesia Foreign Trade. *Jurnal Ekonomi*, 26(2), 267. <https://doi.org/10.24912/je.v26i2.750>
- Olyanga, A. M., Shinyekwa, I. M. B., Ngoma, M., Nkote, I. N., Esemu, T., & Kanya, M. (2022). Export logistics infrastructure and export competitiveness in the East African Community. *Modern Supply Chain Research and Applications*, 4(1), 39–61. <https://doi.org/10.1108/mscra-09-2021-0017>
- Patel, H. (n.d.). *Innovation Disruption Innovation Strategy*.
- Patunru, A. A. (2023). Survey of Recent Developments: TRADE POLICY IN INDONESIA: BETWEEN AMBIVALENCE, PRAGMATISM AND NATIONALISM. *Bulletin of Indonesian Economic Studies*, 59(3), 1–30. <https://doi.org/10.1080/00074918.2023.2282821>
- Pausch, R. (2020). *What 's next ? So what 's next ? 2511*(February), 4–7.
- Pinem, N. F. (2021). *Oleh : April*.
- Puspitasari, R. H. U., Nugraha, A. E. P., & Nurhayati, L. (2023). Manajemen Pemasaran (Sebuah Konsep Dan Teori). In Cv. *Eureka Media Aksara* (Vol. 1).
- Rathnayake, D. T. (2021). Gen Y consumers' brand loyalty: a brand romance perspective. *Marketing Intelligence and Planning*, 39(6), 761–776. <https://doi.org/10.1108/MIP-09-2020-0421>
- Sagar, S. (2023). Innovation and Sustainability in Business: Navigating the Future Landscape. *Issue 12. Ser*, 25(January), 51–60. <https://doi.org/10.9790/487X-2512055160>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Samhina, L., Nurmalina, R., & Tinaprilla, N. (2023). Daya Saing Biji Pala Indonesia di Pasar Internasional. *Jurnal Ilmu Pertanian Indonesia*, 28(2), 209–221. <https://doi.org/10.18343/jipi.28.2.209>
- Sarbu, M. (2022). The impact of industry 4.0 on innovation performance: Insights from German manufacturing and service firms. *Technovation*, 113(November 2020), 102415. <https://doi.org/10.1016/j.technovation.2021.102415>
- Shi, Z. (2024). Discovering the Impact of Chinese Social Media Influencers on Generation Z Consumer Behaviour. *SHS Web of Conferences*, 185, 03012. <https://doi.org/10.1051/shsconf/202418503012>
- Snieskiene, G., & Cibinskiene, A. (2015). Export Price: How to Make it More Competitive. *Procedia - Social and Behavioral Sciences*, 213, 92–98. <https://doi.org/10.1016/j.sbspro.2015.11.409>
- Sousa, C. M. P. (2004). Export Performance Measurement : An Evaluation of the Empirical Research in the Literature Export Performance Measurement : An Evaluation of the Empirical Research in the Literature. *Academy of Marketing Science Review*, 2004(09), 1–22.
- Sudirja, A. R., Sidik, B. A., Handoko, R., & Ali, A. (2023). Indonesian Consumers and The Green Marketing of Eco-Friendly Personal Care Products. *Kajian Branding Indonesia*, 5(2), 141. <https://doi.org/10.21632/kbi.5.2.141-166>
- Sudirjo, F. (2023). Marketing Strategy in Improving Product Competitiveness in the Global Market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63–69.

<https://doi.org/10.61100/adman.v1i2.24>

Suhartini. (2013). Perspektif Global. *Fik Uny*, 53(9), 1689–1699.

Swastha, B. (2008). Manajemen Pemasaran Modern. *Liberty*, Yogyakarta.
<https://doi.org/10.1017/CBO9781107415324.004>

The United States White House. (2022). *Investing in people: Education, workforce development, and health. 2013*, 1–56. <https://www.whitehouse.gov/wp-content/uploads/2022/04/Chapter-4-new.pdf>

Theodorou, A., Hatzithomas, L., Fotiadis, T., Diamantidis, A., & Gasteratos, A. (2023). The Impact of the COVID-19 Pandemic on Online Consumer Behavior: Applying the Theory of Planned Behavior. *Sustainability (Switzerland)*, 15(3), 1–17. <https://doi.org/10.3390/su15032545>

Todeva, E., & Knoke, D. (2005). Strategic alliances and models of collaboration. *Management Decision*, 43(1), 123–148. <https://doi.org/10.1108/00251740510572533>

Trade, I. O. F., & Export, F. O. N. (n.d.). *Facilitation on Export*.

W. Puspokusumo, R. A. A. (2012). Why Chinese Mobile Phones Sells Their Products in Indonesia. *Binus Business Review*, 3(1), 325. <https://doi.org/10.21512/bbr.v3i1.1321>

Wardani, M. A., & Mulatsih, S. (2018). Analisis Daya Saing Dan Faktor-Faktor Yang Memengaruhi Ekspor Ban Indonesia Ke Kawasan Amerika Latin. *Jurnal Ekonomi Dan Kebijakan Pembangunan*, 6(1), 81–100. <https://doi.org/10.29244/jekp.6.1.81-100>

Wardhana, A. (2024). *INTERNATIONAL BUSINESS IN THE DIGITAL ERA -INTERNATIONAL EDITION PENERBIT CV. EUREKA MEDIA AKSARA* (Issue March).

Worldgroup, M. (2019). 本國標誌性品牌企業形象及其對消費者購買意願 影響之研究 鄧為丞 中國文化大學 本國品牌與本國產品. 36(3), 313–342. <https://doi.org/10.6504/JMBR.201909>

Xing, Y., & He, Y. (2018). Domestic value added of Chinese brand mobile phones. *National Graduate Institute for Policy Studies*, September.

Yanita, M., Napitupulu, D. M., & Rahmah, K. (2020). Analysis of Factors Affecting the Competitiveness of Indonesian Crude Palm Oil (CPO) Export in the Global Market. *Indonesian Journal of Agricultural Research*, 2(3), 97–110. <https://doi.org/10.32734/injar.v2i3.2857>

Yeh, C. H., Wang, Y. S., & Yieh, K. (2016). Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. *International Journal of Information Management*, 36(3), 245–257. <https://doi.org/10.1016/j.ijinfomgt.2015.11.013>

Zeng, F. (2019). Chinese smartphone brands: gender, consumers behavioural and attitudinal loyalty. *Marketing and Management of Innovations*, 2(July), 83–98. <https://doi.org/10.21272/mmi.2019.2-08>