

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh nilai tukar rupiah, produksi kopi dan inflasi secara parsial dan simultan terhadap pasar ekspor kopi Indonesia tahun 2010-2023. Jenis data yang digunakan dalam penelitian ini adalah data sekunder yang berupa data *time series* selama 14 tahun yang bersifat kuantitatif. Sumber data dalam penelitian ini diperoleh dari Badan Pusat Statistik, Bank Indonesia, Asosiasi Eksportir Kopi Indonesia, *International Coffee Organization*, Kementerian Pertanian dan *United States Department of Agriculture*. Hasil analisis regresi linear berganda nilai tukar rupiah, produksi kopi dan inflasi secara simultan berpengaruh signifikan terhadap pasar ekspor kopi Indonesia tahun 2010-2023. Secara parsial nilai tukar rupiah berpengaruh negatif dan signifikan terhadap pasar ekspor kopi Indonesia tahun 2010-2023, produksi kopi berpengaruh positif dan signifikan terhadap pasar ekspor kopi Indonesia tahun 2010-2023 dan inflasi berpengaruh negatif dan signifikan terhadap pasar ekspor kopi Indonesia tahun 2010-2023.

Kata Kunci: Nilai Tukar Rupiah, Produksi Kopi, Inflasi, Volume Ekspor Kopi Indonesia, Komoditas Kopi, Perdagangan Internasional

ABSTRACT

This research aims to determine and analyze the influence of the rupiah exchange rate, coffee production and inflation partially and simultaneously on the Indonesian coffee export market in 2010-2023. The type of data used in this research is secondary data in the form of quantitative time series data for 14 years. Data sources in this research were obtained from the Central Statistics Agency, Bank Indonesia, Indonesian Coffee Exporters Association, International Coffee Organization, Ministry of Agriculture and United States Department of Agriculture. The results of multiple linear regression analysis of the rupiah exchange rate, coffee production and inflation simultaneously have a significant effect on the Indonesian coffee export market in 2010-2023. Partially, the rupiah exchange rate has a negative and significant effect on the Indonesian coffee export market in 2010-2023, coffee production has a positive and significant effect on the Indonesian coffee export market in 2010-2023 and inflation has a negative and significant effect on the Indonesian coffee export market in 2010-2023.

Keywords: Exchange Rate, Coffee Production, Inflation, Coffee Export Volume of Indonesia, Coffee Commodities, International Trade

