

ABSTRACT

This study aims to analyze the factors affecting Indonesia's frozen shrimp exports to Japan. The method used is multiple linear regression analysis. Multiple linear regression analysis is used to analyze the effect of Indonesia's frozen shrimp export prices, frozen shrimp export prices of competitor countries (Vietnam), frozen shrimp export prices of competitor countries (India), the real exchange rate of the rupiah against the yen, and GDP per capita of Japan on the volume of Indonesia's frozen shrimp exports to Japan. The data used is time series data obtained through literature study.

The results of regression analysis showed that the variable export price of frozen shrimp Indonesia, export price of frozen shrimp competitor country (Vietnam), export price of frozen shrimp competitor country (India) does not affect the volume of frozen shrimp exports Indonesia to Japan. While the variables of real exchange rate of rupiah against yen and GDP per capita of Japan negatively and significantly affect the volume of Indonesian frozen shrimp exports to Japan.

Keywords: Multiple Linear Regression Analysis, Frozen Shrimp Exports, Export Price, Real Exchange Rate, GDP per Capita