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Export competitiveness of Indonesian coffee in the United States market

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Abstract. Indonesia's economic growth has slowed down during the pandemic. Coffee is a foreign exchange-producing agricultural commodity for Indonesia and has become a pillar of the national economy because of its contribution to the gross domestic product. The purpose of this study was to analyse the competitiveness of Indonesian coffee exports in the United States market. The methods employed included the Revealed Comparative Advantage, which can measure export competitiveness comparatively, and the Export Product Dynamic method to analyse and map the position of export competitiveness. The analysis results were also measured to compare the export competitiveness of Vietnamese coffee. The findings showed that Indonesian coffee and Vietnamese coffee in the United States market have a value above 1, proving that both have export competitiveness advantages. The average Revealed Comparative Advantage value of Indonesian coffee is higher than that of Vietnamese coffee, meaning that Indonesian coffee exports are superior to Vietnamese coffee exports to the United States. Meanwhile, the results of the Export Product Dynamic analysis showed that the competitiveness of Indonesian coffee exports is in the position of Lost Opportunity, where the position has shifted from the pre-pandemic position, namely Retreat. Meanwhile, the competitiveness of Vietnamese coffee exports was in the Rising Star position, which shifted from the previous position of Lost Opportunity. Lost

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Opportunity of Indonesian coffee shows that the strength of Indonesia's coffee commodity business is weak, but commodity exports are still competitive. The analysis results indicated that even though Indonesia's coffee has export competitiveness, it is not competitive enough in the United States. This study provided an overview of the export competitiveness of Indonesian coffee in the United States, which can be used as a basis for determining strategic steps in an effort to dominate the market to obtain trade benefits

Keywords: competitiveness position; export performance; export potential; international competition; international trade

INTRODUCTION

Indonesia's economic growth has slowed down compared to the period before the pandemic that began to plague Indonesia in 2020. The COVID-19 pandemic has hampered the growth of various economic sectors in Indonesia to negative growth figures. Nevertheless, the agricultural sector grew positively among many other sectors that grew negatively. This sector is one of the sectors that survived the crisis and has a vital role in the Indonesian economy. This is confirmed by the sector's contribution to the national GDP and it has become a pillar of the national economy (Statistics Indonesia, 2022).

The most consumed agricultural product in the world and the most traded commodity globally is coffee (Samoggia *et al.*, 2020). Coffee is a rapidly growing market due to increased consumption in developing countries and strong interest in various coffee product innovations in developed countries. According to A.T. Nugraha *et al.* (2021), coffee is becoming an essential part of the overall economy and a source of foreign income for many developing countries, including Indonesia. Coffee for Indonesia is the largest foreign exchange-producing agricultural commodity after palm oil, rubber, and cocoa, and plays an essential role in the country's development. Coffee has the highest contribution to the plantation sub-sector of Indonesia's economy, with an average coffee export value of USD 1,006.5 million. Through export taxes and export duties, coffee exports also contribute to the international trade surplus, which is the country's source of foreign exchange (Embassy of the Republic of Indonesia, 2020).

Based on N. Rosiana *et al.* (2018), the value of Indonesian coffee exports is predicted to increase in the coming year in line with support from the government to strengthen the competitiveness of Indonesian coffee in the global market. R. Widyantini (2019) shows that Indonesian coffee has strong competitiveness in the international market and has the potential to dominate the market. W. Habibulah *et al.* (2023) analysed the condition of the competitiveness of Indonesian coffee exports in the global market from 2002 to 2017. The findings showed that Indonesia has a strong coffee export competitiveness advantage in the global market, and the forecasting results on the value of coffee exports showed that the export value of Indonesian coffee moved up. A. Rachmaningtyas *et al.* (2019) also observed the same: Indonesian coffee is competitive in

the international market along with coffee from Brazil, Colombia, and Vietnam. As the fourth largest coffee exporter in the world, Indonesia has an excellent opportunity to increase the country's revenue from export activities. Furthermore, Indonesia is the second-largest coffee producer in Asia-Pacific, whose economic stability is highly dependent on the agricultural sector. Indonesia's coffee export destination with the highest export volume is the United States, compared to other export destinations (Indonesian Ministry of Agriculture, 2020).

Coffee in the United States is the most consumed beverage after the drinking water. As many as 63% of Americans consumed a cup of coffee every morning in the past decade. At least 400 million cups of coffee are consumed daily in the United States, and an average of 146 billion cups of coffee are consumed annually (Ismoyowati *et al.*, 2021), making the United States a promising market for coffee exporters. The United States imports at least 28 million of 60 kg bags of coffee per year since 2011 (International Trade Center, 2023). From Indonesia, coffee is imported with an average volume of 61 million kg per year, equivalent to USD 255 million (Statistics Indonesia, 2022). The prominent level of Indonesian coffee exports can indicate the dependence of Indonesia on coffee exports to the United States. However, when the competitiveness of Indonesian coffee exports in the United States market is not competitive and is at a disadvantageous position, Indonesian coffee must exit from the market and look for a more profitable market where Indonesian coffee can compete. For this reason, the purpose of this study was to analyse the competitiveness of Indonesian coffee exports in the United States market and compare the results with Vietnam's indicators as the most significant coffee exporter in Asia.

MATERIALS AND METHODS

The object under study is a coffee commodity with H.S. code 090111 (coffee, not roasted, not decaffeinated). This study used quarterly time series data from 2014 to 2023. The data needed for competitiveness analysis of Indonesian coffee and Vietnamese coffee are data on the export value of coffee commodities from Indonesia to the United States, the export value of all commodities from Indonesia to the United States, the export value of coffee commodities from the world to the United States, and the export value of all commodities

from the world to the United States – data obtained from the International Trade Centre (ITC) via the website (n.d.).

Competitiveness analysis uses a mathematical approach to measure competitiveness from two perspectives: comparative advantage and competitive advantage. Comparative advantage indicates that a country exports a particular goods because it can produce it cheaper than other countries (Pascucci, 2018; Fahmid et al., 2022). Therewith, competitive advantage states that natural conditions are not the only thing that determines a product’s competitiveness because excellence can be fought for. A country’s superiority depends on the ability of companies within that country to compete in producing products that can compete in the market (Triadinda, 2022). Comparative advantage competitiveness was analysed using the Revealed Comparative Advantage (RCA) method, and competitive advantage competitiveness was analysed according to the Export Product Dynamics (EPD) method.

Revealed Comparative Advantage (RCA). RCA shows the evaluation of the export of a particular commodity in a country’s total exports compared to that commodity’s share in world trade. “Revealed” means that a country’s comparative advantage can be expressed through trade/export patterns (Manalu et al., 2019). The formula of the RCA value is as follows:

$$RCA = \frac{X_{ij}/X_{it}}{W_j/W_t}, \tag{1}$$

where X_{ij} = Indonesian coffee exports to the United States (USD); X_{it} = export of all Indonesian commodities to the United States (USD); W_j = world coffee exports to the United States (USD); W_t = exports of all world commodities to the United States (USD).

If the RCA index value obtained is more than 1 ($RCA > 1$), then Indonesian coffee has a comparative

advantage above the world average, or it can be said that it has solid comparative competitiveness. Conversely, if the RCA index value is less than 1 ($RCA < 1$), then the comparative advantage of Indonesian coffee is below the world average, or it can be said that it has weak comparative competitiveness.

Export Product Dynamics (EPD). Export Product Dynamic (EPD) is used to identify the competitive advantage of Indonesian coffee and analyse the dynamic of Indonesian coffee in export trade flows in the destination country of the United States (Yustian et al., 2019). The market position can be found because this method uses the total export share (X) and commodity export share (Y) as variables. Mathematically, the business strength/market share (X-axis) of a product is formulated as follows:

$$X = \frac{\sum_{t=1}^n \left(\frac{X_i}{W_t}\right) \times 100\% - \sum_{t=1}^n \left(\frac{X_i}{W_t}\right)_{t-1} \times 100\%}{T} \tag{2}$$

Whereas market attractiveness (Y-axis) is mathematically formulated as follows:

$$Y = \frac{\sum_{t=1}^n \left(\frac{X_t}{W_t}\right) \times 100\% - \sum_{t=1}^n \left(\frac{X_t}{W_t}\right)_{t-1} \times 100\%}{T}, \tag{3}$$

where X_i = Indonesian coffee exports to the United States (USD); W_i = world coffee exports to the United States (USD); X_t = export of all Indonesian commodities to the United States (USD); W_t = exports of all world commodities to the United States (USD); T = number of analysis periods; $t-1$ = previous year.

The results of the stages of the EPD method can present the business strength (X-axis) and market attractiveness (Y-axis) of a product in quadrant form as follows (Fig. 1):

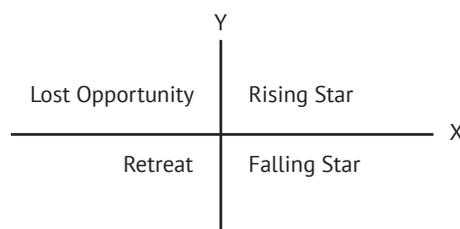


Figure 1. Competitiveness Position Matrix

Source: Esterhuizent (2006)

The EPD method comprises a matrix that places the analysed commodities into four categories. The analysis performed on a particular commodity will occupy a position on one of the quadrants of the EPD matrix. Rising Star is a quadrant that indicates the ideal market position in which the trade gains market share in a fast-growing commodity. Lost Opportunity indicates a decrease in the share of the competitive export market; products in this quadrant lose their dynamic, but the

market still demands the product. This position indicates an increase in the share of the commodity market in world trade, but a decrease in the share of the export market from the source country.

Unlike the Lost Opportunity, in the Falling Star position, an increase in a country’s export market share for certain products but a decrease in commodity market share in world trade shows that commodities in importing countries are no longer dynamic. The Retreat

position shows a decrease in the export market share of the source country and the market share of the coffee commodity in world trade. It means that commodities are no longer desirable in the market, and therefore efforts must be made to move stagnant products towards dynamic products.

RESULTS AND DISCUSSION

World coffee consumption. According to Figure 2, world coffee consumption has an increasing trend in 2017-2022 except for 2019, where world coffee consumption decreased to 167,592 thsd of 60 kg bags from the

total consumption of the previous year, 170,876 thsd of 60 kg bags. However, consumption increased again in 2020 to 168,569 thsd of 60 kg bags and continued to increase until 2022, with as many as 178,534 thsd of 60 kg bags of coffee consumed worldwide. The increase in coffee consumption continues until 2023 to reach 179,159 thsd of 60 kg bags. The continent with the most coffee consumption is the United States, whose total consumption exceeds 60 million of 60 kg bags. The next continent with high coffee consumption is Europe, Asia-Pacific, and the least is Africa continent (International Coffee Organization, 2023).

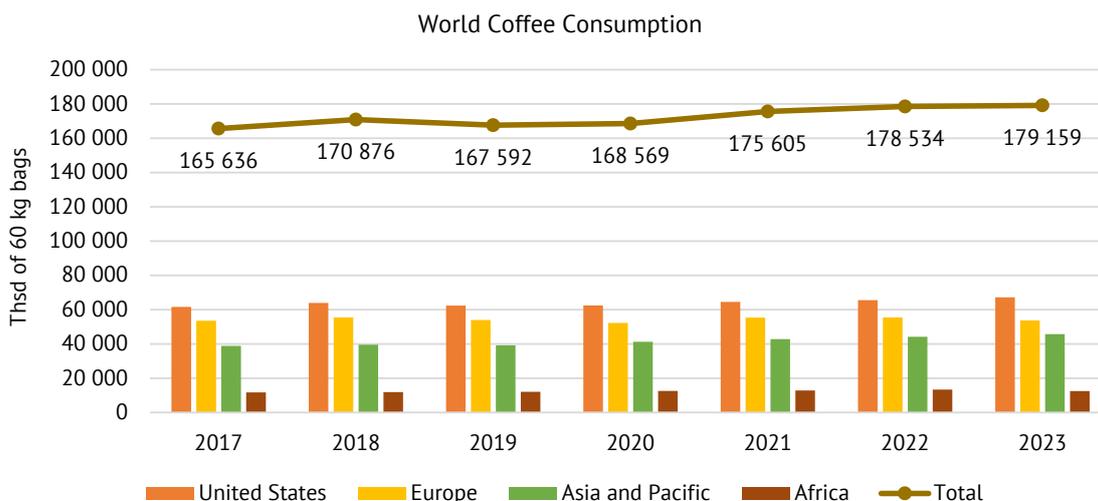


Figure 2. World coffee consumption (2017-2023)

Source: compiled by the authors of this study based on data from the International Coffee Organization, 2023

Indonesian coffee production. Indonesian coffee production fluctuates with an increasing trend from 2014 to 2023 (Fig. 3). The decline in Indonesian coffee production occurred in 2015, and subsequently, Indonesian coffee production increased or stagnated until 2022. The highest coffee production in 2022 was 795 thsd t,

and the lowest in 2015 was 639 thsd t. The decline in coffee production in 2015 was caused by a lousy climate that happened not only in Indonesia but in the entire world. The decline in Indonesian coffee production occurred again in 2023 to 786 thsd t caused by the long drought due to the El Nino disaster.

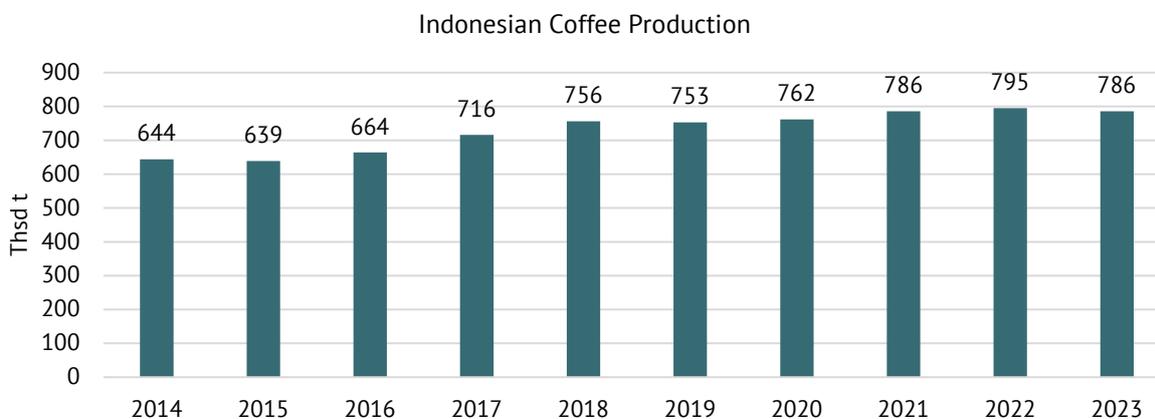


Figure 3. Indonesian Coffee Production (2014-2023)

Source: compiled by the authors of this study based on data from Statistics Indonesia (2022) and International Coffee Organization (2023)

Indonesian coffee exports. Figure 4 shows the destination of Indonesian coffee exports based on the highest export volume to five central destination countries: the United States, Malaysia, Germany, Italy, and Japan. The United States is the destination country with the highest export volume for the last ten years (from 2014 to 2023), with export volume above 50,000 t. The most volatile export development to Germany

can be observed from the significant increase and decrease in export volume, with a sharp decline in export volume in 2018 to <10,000 t from the previous year, which reached >40,000 t, and a sharp increase in 2022 to <40,000 t from >20,000 t in 2021. Meanwhile, coffee exports to Malaysia, Germany, and Italy showed stable development from 2014 to 2023 within 20,000-40,000 t (Statistics Indonesia, 2022).

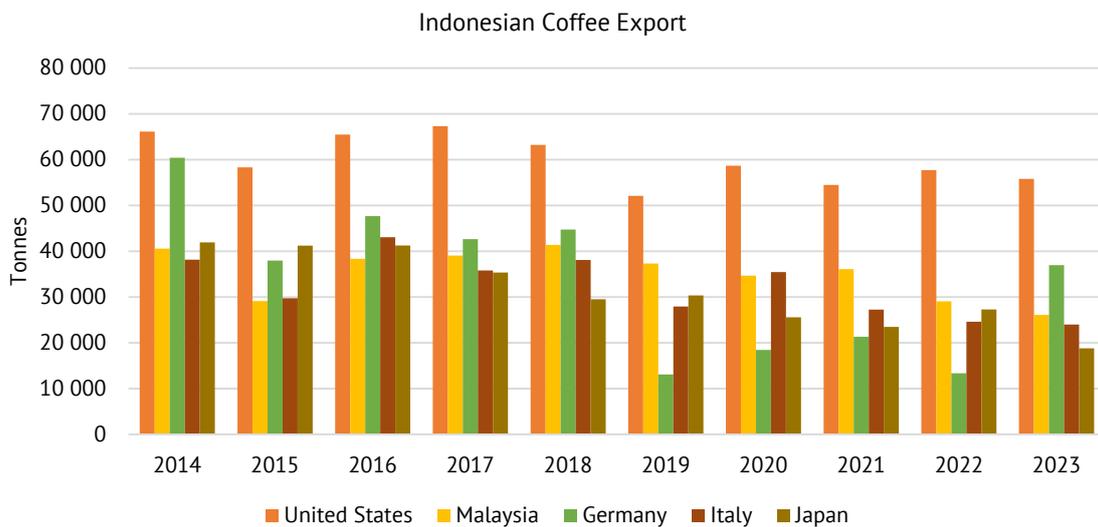


Figure 4. Indonesian coffee exports by main destination countries (2014-2023)

Source: compiled by the authors of this study based on data from Statistics Indonesia (2022) and Indonesia Information Portal (2023)

United States coffee imports. The United States is the second-largest importer of coffee beans (USDA, 2023) – the development of United States coffee import presented in Figure 5. Over the years, the total coffee import has been increasing and reached its peak in 2022. The United States imports coffee from many countries. For more

than a decade, Brazil, Colombia, and Vietnam have been the top-3 suppliers, with more than 10% of total annual U.S. coffee imports (USDA, 2023). In contrast, coffee imports from Indonesia are within 5% per year. Therewith, the value of Indonesian coffee exports continued to increase, until its value was surpassed by Vietnam in 2022.

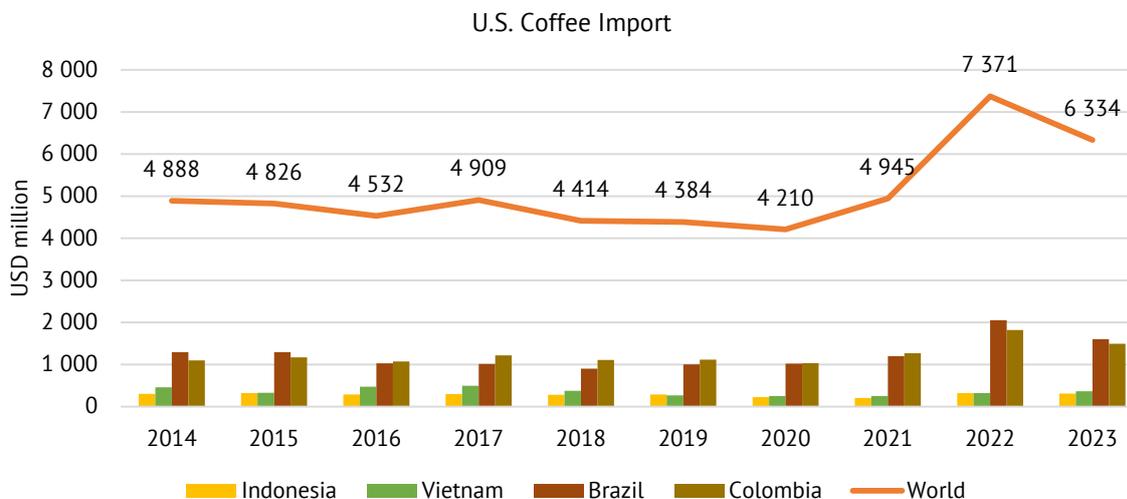


Figure 5. United States coffee imports 2014-2023

Source: compiled by the authors of this study based on data from International Trade Center, 2023

Competitiveness of Indonesian coffee. Comparative competitiveness or comparative advantage of exports is measured by Revealed Comparative Advantage (RCA), which measures the share of a country's exports in the same industry group as other exporting countries, and therefore it is used to measure comparative advantage (Jalata, 2021). This analysis obtained the RCA value of Indonesian coffee products exported to the United States.

The results of the RCA analysis of Indonesian coffee in United States export destination countries showed RCA values of more than 1 in all quarters, as presented

in Figure 6. Indonesian coffee has been competitive in the United States export destination countries for the last decade (2014-2023). Commodities with comparative advantages can be argued to have economic efficiency (Long, 2021). It means that Indonesian coffee exports to the United States have created economic efficiency that gives an edge to Indonesian coffee commodities in the United States market. After quarter 3 of 2014, the RCA value of Indonesian coffee was consistently higher than that of Vietnamese coffee, despite Vietnam being the leading competitor in Asia and the United States being the export destination country.

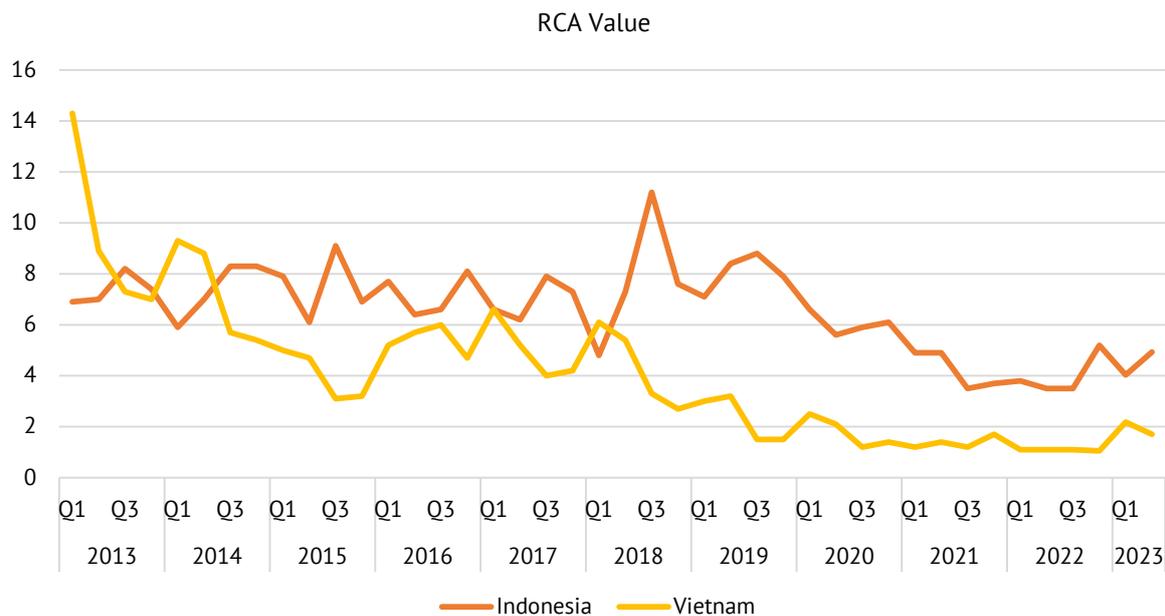


Figure 6. Development of RCA value of Indonesian coffee and Vietnamese coffee in the United States in 2013-2023
Source: compiled by the authors of this study

These results differ from the findings of D. Pratita and R. Budiarto (2021), who noted that the RCA value of Vietnamese coffee has a downward trend, while the RCA value of Indonesian coffee tends to increase little by little. The decline in the RCA value of Vietnamese coffee was caused by increasing domestic consumption in Vietnam, resulting in reduced export volumes. However, it is still classified as low (2 kg/person/year) (Nguyen, 2023). On the other hand, for Indonesia, the United States is the leading destination for Indonesian coffee exports, with an average export volume that exceeds 50 thsd t each year. The volume of coffee exported to the United States is always the largest compared to other countries that export destinations of Indonesian coffee commodities. Despite the decline in production, coffee exports to the United States are still high (Directorate General of Estates, 2021).

The high and low level of competitiveness in RCA analysis is positively influenced by the value of coffee exports from exporting countries (Pascucci, 2018).

Based on Purnomo *et al.* (2021), the volume of Indonesian coffee exports is lower than that of Vietnamese coffee exports to the United States, which causes the RCA value of Indonesian coffee in 2001-2019 to be lower than the RCA value of Vietnamese coffee. However, Indonesian coffee has an advantage in import prices over the United States, which causes the value of Indonesian coffee exports to be high.

Regarding the price of coffee imported by the United States, Brazilian coffee is the most expensive, followed by Columbia, Indonesia, and the lowest is Vietnamese coffee (Nguyen, 2023). D. Sari and S. Utomo (2021) stated that world coffee prices are very influential on the value of coffee exports the higher the world coffee price. The higher the price, the higher the value of coffee exports (Azhari *et al.*, 2022). The decline in Vietnamese coffee exports caused the decline of both the value of Vietnamese coffee exports and the RCA value. On the other hand, the price of Indonesian coffee is higher than that of Vietnamese coffee, which causes the RCA value

of Indonesian coffee to slowly outperform the RCA value of Vietnamese coffee in the United States.

In terms of the price, W. Hadiwardoyo (2020) states that the relationship between Indonesian coffee and Brazilian coffee or Columbian coffee is a substitution. This means that when there is an increase in the price of Brazilian and Colombian coffee, the United States will import coffee from Indonesia. Meanwhile, Indonesian coffee and Vietnamese coffee have a complementary relationship in the United States, and therefore the increase in prices of Indonesian coffee will affect the import of United States coffee from Vietnam and vice versa.

Although Vietnam is the second largest coffee exporter in the world, its impact on the world coffee market is not commensurate with its position. Innovation and certification are the weaknesses of Vietnamese coffee. This statement is supported by (Nguyen, 2023), who argues that Vietnam needs innovation to improve its coffee export competitiveness. In this case, Indonesia excels thanks to government support in enforcing quality standards and certification of export coffee. Furthermore, the Indonesian government has applied Good Agriculture Practices Technical Guidelines in coffee cultivation to improve the quality of coffee produced (Kansrini *et al.*, 2020; Wakhid & Suciati, 2020). This guideline has been implemented by some Indonesian

coffee farmers, which has an impact on maintaining the quality of coffee beans produced by Indonesia for the selling price to compete with Vietnamese coffee.

Position of Indonesian coffee competitiveness. The competitiveness position of Indonesian coffee is analysed using the Export Product Dynamic (EPD) method, which also measures the competitive advantage of Indonesian coffee. EPD can indicate the dynamic performance or absence of a product. Furthermore, the analysis results were compared with the conditions before the pandemic and during the pandemic to observe differences in competitiveness positions affected by the COVID-19 outbreak.

Based on EPD analysis results presented in Table 1, the study found the position of Indonesian coffee commodities in the United States export destination countries. Before the pandemic in Indonesia (2017-2019), the competitiveness of Indonesian coffee in the destination country of the United States was in the Retreat position, where the X-axis and Y-axis were both negative. This position indicates uncompetitive business strength and stagnant market appeal. The value of coffee exports and Indonesia's total commodity exports to the United States experienced declining/negative growth per quarter. If this continues, Indonesian coffee must exit the market because it cannot compete.

Table 1. Market position of Indonesian coffee and Vietnamese coffee in The United States

	Indonesia		Vietnam	
	2017-2019	2020-2023	2017-2019	2020-2023
X-axis	-0.00025 (Non-Competitive)	-0.0019 (Non-Competitive)	-0.0041 (Non-Competitive)	0.0012 (Competitive)
Y-axis	-0.00001 (Stagnant)	0.0000 (Dynamic)	0.0008 (Dynamic)	0.0005 (Dynamic)
Position	Retreat	Lost Opportunity	Lost Opportunity	Rising Star

Source: compiled by the authors of this study

During the pandemic period and afterwards (2020-2023), the competitiveness of Indonesian coffee in the United States market was in the Lost Opportunity position when the X-axis is negative, and the Y-axis is positive. Market attractiveness has grown positively even though the strength of the business has not been competitive. It means that the value of Indonesia's commodity exports is increasing. However, unfortunately, the growth of the value of Indonesian coffee exports to the United States is still negative. The strength of the Indonesian coffee business in the United States is weak and not competitive. This study has the same findings as B. Rahardjo *et al.* (2020): Indonesian coffee's competitiveness position is in the Lost Opportunity position. Lost Opportunity is not the ideal position of trade, and therefore strategic innovation is needed to increase competitiveness and win the coffee market in the United States. Vietnam's coffee position was advantageous during a pandemic. Previously,

during 2017-2019, the position of Vietnamese coffee in the destination country of the United States was Lost Opportunity, where the X-axis was negative, and the Y-axis was positive. The X-axis, which represents the strength of the business, is negative, meaning that Vietnamese coffee in the United States market is not competitive due to a decrease in market share in the dynamic product market. It shows a negative growth in coffee exports, but the total export of all Vietnamese commodities to the United States is increasing. In 2020-2023, during the pandemic, the position of Vietnamese coffee in the United States shifted to the Rising Star position, when the X and Y axes are both positive values. Rising Star is an ideal condition of trade, where there is an increase in the share of Vietnamese coffee and the share of Vietnamese exports in the United States. Vietnam's coffee products are highly competitive, and Vietnam's export share is in a dynamic or fast-growing state.

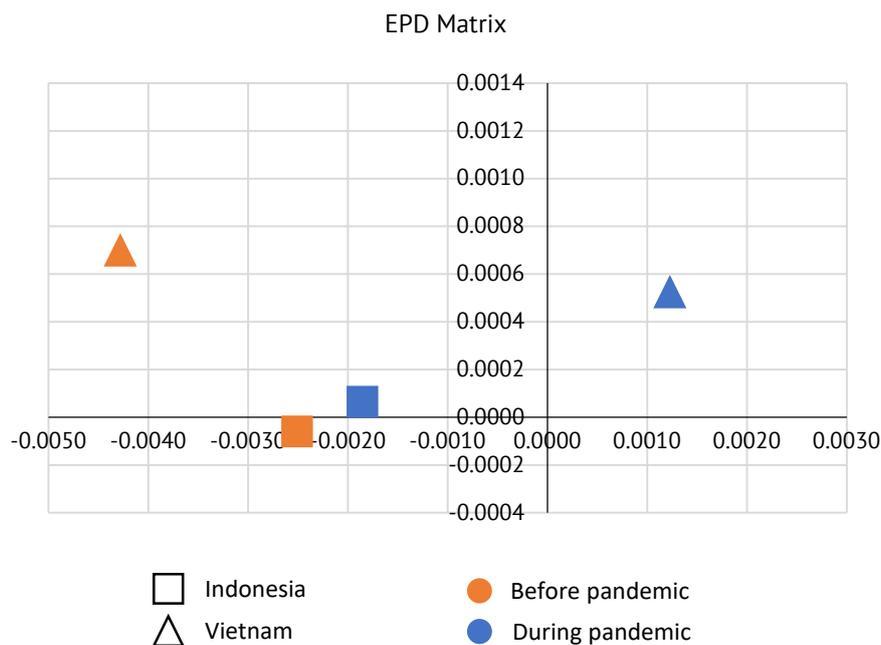


Figure 7. The position of Indonesian coffee and Vietnamese coffee in the United States in 2013-2023

Source: compiled by the authors of this study

The swift position change during the pandemic is caused by the high demand for coffee in the United States. Coffee consumption has surged to its highest level in two decades, increasing 14% since January 2021 (Castellana *et al.*, 2021). It is triggered by social restrictions that make people work from home without leaving the habit of drinking coffee even more. The pandemic has created a new routine where 84% of coffee connoisseurs drink their coffee at home. According to (Rehm *et al.*, 2020), the most popular ways to enjoy coffee are using a drip coffee maker and a single-serving coffee machine. Thus, there has been an increase in coffee beans consumption rather than instant coffee. Instant coffee is only consumed by about 5% annually (Datta, 2020).

The United States is the suitable market for coffee export destinations due to the development of coffee demand that continues to rise even during the pandemic. Regrettably, the analysis results show that Indonesian coffee lacks competitive advantage. The weak strength of Indonesian coffee was caused by the negative growth in the value of Indonesian coffee exports due to the decreasing volume of coffee exports per quarter. It is caused by the increasing domestic demand since 2017 and falling world coffee prices during the pandemic (Hanadian, 2022). Meanwhile, according to E. Nurjati (2021), the coffee supply chain caused a decline in export value, hampered by lockdowns that closed coffee marketing channels. D. Manalu *et al.* (2019) argue that the competitiveness of Indonesian coffee exports is weak due to the quality of Indonesian coffee that does not meet the standards of export destination countries.

Indonesian coffee faces many problems related to the quality of coffee beans exported. According to

(Sitanini *et al.*, 2020), most of Indonesia's coffee is produced by smallholder plantations with old coffee plants, which results in the low quality of coffee beans produced by farmers. M. Mahyud *et al.* (2018) added that most Indonesian coffee farmers are small farmers with limited capabilities, which makes most Indonesian coffee farmers harvest coffee beans while still green, causing the low quality of Indonesian coffee. Non-tariff barriers often hold back Indonesian coffee and must undergo various food safety tests by the importing countries (Manalu *et al.*, 2019).

M. Ibnu and L. Marlina (2019) proposed that non-tariff barriers can be solved by implementing the correct certification mechanism and the Good Agriculture Practice already underway. Certification is essential for Americans whose awareness of health and environmental issues is increasing. Therefore, certified coffee products are the choice for coffee lovers in the United States. It needs to be a concern not only about internal factors (related to production and product quality) but also about external factors (related to market conditions) to be able to win the market so that Indonesian coffee commodities are in the most advantageous position in the United States.

CONCLUSIONS

Indonesian coffee commodities in the United States Market have comparative competitiveness indicated by a *Revealed Comparative Advantage* (RCA) value of more than 1 in all quarters. The RCA of Vietnamese coffee also has a value of more than 1 in all quarters, meaning Vietnamese coffee has comparative competitiveness, but the values are lower than Indonesian coffee's RCA value

in almost all quarters, indicating that Indonesian coffee competitiveness is superior to Vietnamese coffee. The high RCA value of Indonesian coffee can be influenced by the value of Indonesian coffee exports, which is influenced by export volumes and world coffee prices. This condition inferred that the export of Indonesian coffee has an economic efficiency influenced by the high price of Indonesian coffee imported by the United States. This situation needs to be maintained by maintaining the quality of Indonesian coffee bean exports so that they stay highly valued in the international market.

Meanwhile, the results of the EPD analysis show a shift in the competitive competitiveness position of Indonesian coffee and Vietnamese coffee in the United States. During the pandemic, the position of competitiveness shifted towards a better direction from Retreat (-0.00025, -0.00001) to Lost Opportunity (-0.0019, 0.0000) for Indonesian coffee, and from Lost Opportunity (-0.0041, 0.0008) to Rising Star (0.0012, 0.0005) for Vietnamese coffee. However, Indonesian coffee has not yet reached the ideal position of a trade, namely the Rising Star (a position where both the X-axis and Y-axis values are positive). Indonesia needs to strengthen its business strategy to win the coffee market in the

United States. Some of the problems Indonesia faces are export volume, quality, and certification issues of coffee commodities exported, which are still low or do not meet standards. Strategies and government intervention are needed to maintain comparative advantage and achieve the ideal trading position in the United States market. The role of the government in supporting all pre-export stages is indispensable for Indonesian coffee to reach its destination countries. Furthermore, maintaining good bilateral relations between the two countries is also essential for the smooth trade.

The findings of this study have shown the competitive superiority of Indonesian coffee in the export destination country of the United States. Further research is expected to analyse the factors that affect the competitiveness of Indonesian coffee exports in the United States to provide an overview of the right strategy for marketing Indonesian coffee.

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None

CONFLICT OF INTEREST

The authors of this study declare no conflict of interest.

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Експортна конкурентоспроможність індонезійської кави на ринку США

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Анотація. Економічне зростання Індонезії сповільнилося під час пандемії. Кава є валютоутворюючим сільськогосподарським товаром для Індонезії і стала основою національної економіки завдяки своєму внеску у валовий внутрішній продукт. Метою дослідження було проаналізувати конкурентоспроможність індонезійського експорту кави на ринку США. Були використані такі методи, як метод виявлених порівняльних переваг, який дозволяє порівняно виміряти експортну конкурентоспроможність, та метод динаміки експортної продукції для аналізу та картографування позиції експортної конкурентоспроможності. Результати аналізу також були виміряні для порівняння експортної конкурентоспроможності в'єтнамської кави. Результати показують, що індонезійська та в'єтнамська кава на ринку США мають значення вище 1, що свідчить про те, що обидва види кави мають переваги в експортній конкурентоспроможності. Середнє значення виявлених порівняльних переваг індонезійської кави вище, ніж в'єтнамської, а це означає, що експорт індонезійської кави перевершує експорт в'єтнамської кави до США. Водночас результати аналізу динаміки експортної продукції показують, що конкурентоспроможність індонезійського експорту кави перебуває в позиції «Втрачені можливості», де позиція змістилася з допандемічної позиції, а саме – «Відступ». Тим часом конкурентоспроможність в'єтнамського експорту кави опинилася в позиції «Висхідна зірка», яка змістилася з попередньої позиції «Втрачена можливість». Втрачені можливості індонезійської кави свідчать про те, що сильні сторони індонезійського товарного кавового бізнесу є слабкими, але експорт кави залишається конкурентоспроможним. Результати аналізу свідчать про те, що хоча індонезійська кава має експортну конкурентоспроможність, вона недостатньо конкурентоспроможна в США. Це дослідження надає огляд експортної конкурентоспроможності індонезійської кави в США, який може бути використаний як основа для визначення стратегічних кроків у прагненні домінувати на ринку для отримання торговельних переваг

Ключові слова: конкурентна позиція; експортні показники; експортний потенціал; міжнародна конкуренція; міжнародна торгівля
