

SUMMARY

COMPARISON OF INTERNATIONAL MARKETING MANAGEMENT SYSTEM IN CHINA AND INDONESIA

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ABSTRACT

RAHMA AZILDA. Comparison of International Marketing Management System in China and Indonesia (under supervision of Mr. Sugiyanto).

This research is aimed to find out how about development of international marketing management system at SME (small, medium, enterprises) in China and Indonesia and to find out how about comparison of export to world at SME (small, medium, enterprises) between China and Indonesia. This study consisted of two variables, the first variable is the export volume of China and the second variable is the volume export of Indonesia. The analytical method used is descriptive comparative and t-Test: Two-Sample Assuming Equal Variances.

The results research showed that the export volume of China is superior compared to Indonesia, it is supported by the management system of international marketing adopted by China that has a major influence on the success of SMEs (small and medium enterprises), while Indonesia especially the government still needs some improvement in some sectors to boost the development of SMEs (small and medium enterprises) and as well as to increase the volume of Indonesian export in order to compete with China and other countries.

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