

ABSTRACT

Malim Handar Joni, Analisis Produksi dan Penjualan Biji Plastik (PET) oleh PT. ABC – PET Serta Faktor-Faktor Yang Mempengaruhinya (under the supervision by John E.H.J. FoEh).

This study is to know the impact of raw material to the production volume PT. A B C – PET, impact of production volume to the cost of production, and dominant of market area to the value of PET sale. In this case the result was showing the positive correlated import volume of raw material and production volume of PET. Positive correlation in this paper was checking by statistical process with the result 0.771. The production volume is always depend on raw material. In this result determinant of coefficient is 0.595, means is more than 50% production volume is depend on import raw material, and 40% other variable (Volume of local raw material , production cost, market , other substitution , production capacity and others). In this market situation is normal condition in high market . In this case PT. A B C – PET production was not stable will be better if they have other supplier of material in the Indonesia, or around not to far from his manufacturing plant and more market focus to the stable consumer with not dominant importer PET. This will be minimized risk of buyer market impact to this company.