

ABSTRACT

This study aims to examine the factors affecting the export of Indonesian shrimp to the USA in the years 1989-2020. The variables used in this research are: Indonesia Export of shrimp to the USA, Domestic Price of Shrimp, GDP, and Exchange Rate, competitor Price of Shrimp. This type of research is quantitative research with time-series data from 1989 - 2020. The method used in this study is multiple linear regression with the ordinary least square method using Eviews10 tools. The results that can be drawn from research on the influence of factors affecting Indonesian shrimp exports to the USA in 1989-2020 (based on the Multiple Regression Result) is; Domestic Price of shrimp variable & Exchange rates variable has a negative effect on the volume of Indonesian shrimp exports to the USA, with a different significance effect, where the domestic price has a significant effect while the exchange rate does not have a significant effect on Indonesian shrimp exports to the USA. meanwhile USA GDP variable & Competitor Price variable has a positive and significant effect on the volume of Indonesian shrimp exports to the USA.

Keyword: Indonesian Shrimp Export Volume to the United States, Domestic Shrimp Prices, Competitor Shrimp Prices, Exchange Rate.