

ABSTRAK

Rizvania Firdausi Nuzula, Keterkaitan Biaya Transaksi Terhadap Manfaat aglomerasi Ekonomi Kreatif Batik di Pulau Madura. Dibawah Bimbingan Titov Chuk's Mayvani, S.E., M.E.

Tujuan penelitian ini adalah untuk mengetahui keterkaitan antara biaya transaksi dengan manfaat aglomerasi usaha batik yang terdapat di empat kabupaten di Pulau Madura, mengetahui seberapa besar pengaruh biaya transaksi terhadap tingkat manfaat aglomerasi usaha batik di wilayah tersebut, baik secara simultan maupun secara parsial, serta mengidentifikasi komponen biaya transaksi yang paling berpengaruh terhadap terbentuknya manfaat aglomerasi usaha batik di empat kabupaten di Pulau Madura. Penelitian ini dilakukan secara deskriptif dengan menggunakan metode kuantitatif data primer melalui survei. Teknik sampel yang digunakan yaitu Saturated Sampling dan analisis regresi berganda (multiple regression analysis).

Hasil dari penelitian ini adalah (1) atribut perilaku atau aktor berpengaruh negatif dan signifikan terhadap manfaat aglomerasi industri batik di Pulau Madura. (2) Atribut transaksi pelaku usaha berpengaruh negatif dan signifikan terhadap manfaat aglomerasi industri batik di Pulau Madura. (3) Struktur tata kelola berpengaruh negatif dan signifikan terhadap manfaat aglomerasi industri batik di Pulau Madura. (4) lingkungan kelembagaan pengaruh negatif dan signifikan terhadap manfaat aglomerasi industri batik di Pulau Madura.

Kata kunci : Biaya transaksi, Manfaat aglomerasi

ABSTRACT

Rizvania Firdausi Nuzula, The Relationship between Transaction Costs and the Agglomeration of Creative Batik Economy in Madura Island. Under the Guidance of Titov Chuk's Mayvani, S.E., M.E.

The purpose of this study is to determine the relationship between transaction costs and the agglomeration of batik businesses in four districts in Madura Island, to determine how much influence transaction costs have on the level of agglomeration of batik businesses in the region, both simultaneously and partially, and to identify the components of transaction costs is attributes or actors, attribute transaction, governance structure, institutional environment that have the most influence on the formation of agglomeration of batik businesses in four districts in Madura Island. This study was conducted descriptively using quantitative primary data methods through surveys. The sampling techniques used were Saturated Sampling and multiple regression analysis (multiple regression analysis).

The result of this study is (1) transaction cost variables, behavioral attributes or actors have a negative and significant effect on the agglomeration of the batik industry on Madura Island. (2) The nature or attribute transaction have a negative and significant effect on the agglomeration of the batik industry on Madura Island. (3) The governance structure variable has a negative and significant effect on the agglomeration of the batik industry on Madura Island. (4) The institutional environment variable has a negative and significant effect on the agglomeration of the batik industry on Madura Island.

Keywords: Agglomeration, Transaction costs