



Indonesia Export of Footwear Products: Export Destination Countries Analysis

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Abstract

This study aims to analyze factors affecting the export volume of Indonesian footwear products in eight export destination countries during the 2017-2020 period. The independent variables used in the study were Export Price, Real Gdp of Export Destination Countries, Population of Export Destination Countries, Exchange Rates, and Export Growth of Tiongkok Footwear. In contrast, the dependent variables were the export volume of Indonesian footwear. The study used multiple linear regression analysis with panel data. Based on the study's results, the variable export price negatively and significantly affects the volume of Indonesian footwear exports. In contrast, the variable real GDP and growth of Tiongkok footwear exports positively and significantly influence the volume of Indonesian footwear export exports. In contrast, the variable population of the destination country of footwear exports and exchange rates does not significantly affect the volume of Indonesian footwear exports in Indonesia's eight export destination countries.

Key words: Footwear, export price, GDP, population, exchange rate, competitor countries

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INTRODUCTION

The state is obliged to the welfare of its citizens in the social, educational, and economic fields. Differences in the conditions of natural resources, climate, capital, or human resources make each country must help each other and interact with each other. Indonesia is a developing country with an open economic system, which this system Indonesia to meet domestic needs to conduct economic interaction with other countries, often known as international trade. International trade arises due to the ability or inability of a government to create goods more efficiently. In practice, international trade activities are classified into exports and imports.

From 1974 to 1986, Indonesia's economic activities depended on the export of the oil and gas sector. Therefore, the economy at that time was susceptible to oil and gas price changes in the international market. However, from 1987 to 2020, the value of non-oil and gas exports has consistently increased compared to oil and gas exports. However, in 2019 and 2020, Indonesia's total exports experienced a considerable decline. The economic slowdown in Indonesia's major export trading partner countries was one of the causes of the decrease in the value of Indonesian exports in 2019. Ministry of PPN/ Bappenas (2020), In the non-oil and gas sector, manufacturing has

the most significant role in export activities because industrial products have a higher exchange rate and can bring more excellent added value than products from other sectors.

Footwear commodities (HS 64) are one of Indonesia's leading non-oil and gas export products Ministry of Trade (n.d.), as for the essential function of footwear itself to protect the feet, especially the soles of the feet from abnormal environmental conditions such as uneven soil surface, hot or cold weather (Nurhajati, 2017). Currently, footwear is categorized as a particular item because when people experience an increase in income, they will tend to want footwear with better quality and brand to support their appearance and prestige in their social environment.

Indonesia is in the 4th position as the world's largest footwear manufacturer after Tiongkok, India, and Vietnam, with a total production of 1.41 billion pairs of footwear in 2018; Indonesia contributed about 4.6 percent to the whole world's footwear production. Ministry of Industry (2019) Twenty countries are the leading destinations for Indonesian footwear exports: the United States, Belgium, Germany, and Japan (APRISINDO, 2019). For the past ten years, the export volume of Indonesian footwear has shown a positive performance. However, from 2017 to 2020, there were eight countries whose volume of Indonesian footwear exports continued to decrease, including Japan, Netherlands, Italy, France, Singapore, Hong Kong, Denmark, and Argentina.

Table 1. Indonesian Footwear Export Volume in Eight Export Destination Countries

Country	Export Volume (Ton)				Perub.	Perub.
	2017	2018	2019	2020	(%)	(%)
Japan	18129,48	18.101,29	15.921,50	14.285,63	-12,04	-10,27
Netherland	7883	7.120,78	5.071,69	5.067,60	-28,78	-0,08
Italy	8059,58	7.963,67	6.159,28	5.493,76	-22,66	-10,81
France	3761,04	4391,84	2687	1821,18	-38,82	-32,22
Singapore	4687,52	4496,67	3972,5	3287,27	-11,66	-17,25
Hong Kong	2845,37	2.681,96	1.713,78	1.444,53	-36,1	-15,71

Country	Export Volume (Ton)				Perub.	Perub.
	2017	2018	2019	2020	(%) 19/18	(%) 20/19
Denmark	1.759,24	1.727,50	1.677,99	1.218,66	-2,87	-27,37
Argentina	3.122,56	2.847,66	2.632,22	1.455,85	-7,57	-44,7

Source: (Central Statistics Agency, 2021)

From Table 1, it can be seen that in the period 2017-2020, the volume of Indonesian footwear exports has continuously decreased. The increase in the price of footwear exports, especially in destination countries such as Hong Kong and Singapore, resulted in the export value of footwear not declining. As an essential product, the production and consumption of footwear are expected to last throughout human civilization; as the population and income increased then, footwear consumption also increased Vikiyanto (2019), even during the period from 2012 to 2016 footwear consumption increased from two pairs to three pairs per capita. (Wicaksono et al., 2019).

In international trade is known the theory of comparative advantage was introduced by David Ricardo as an improvement over Adam Smith's theory of absolute advantage. This theory explains that the price of a commodity is determined by the time it takes to produce, so a country will benefit if it applies production specialization and exports goods with a high comparative advantage and imports goods with a low comparative advantage. Modern international trade theory is known as the Heckscher-Ohlin theory (H-O). This theory states that international trade occurs due to productivity differences caused by the many factors of production (endowment factors) owned by each country and the factors of natural giving, so this will make variations in the price of goods produced by each country (Ekananda, 2014). International trade activities will influence the countries involved

in trade through positive and negative impacts (Malik, 2017). The positive effects of international trade include the creation of friendship between countries, reducing the number of unemployed, transferring knowledge and technology, the result of efficiency and specialization, and a mechanism for stabilizing prices. The negative impacts of international trade include dependencies on developed countries, the inability of small industries to compete due to the absence of capital, and unfair competition.

Conceptually the demand for a product is influenced by price, so demand can be interpreted as several products requested at various price levels (Tan, 2014). Still, not all consumers have the same capacity to obtain desired goods and services, known as purchasing power. The law of demand states that if the price of an item rises, *ceteris paribus*, then the number of goods requested will be reduced and applied vice versa (Rahardja & Manurung, 2017).

The export demand of a country is the difference between domestic production or supply minus the country's consumption or domestic demand plus the previous year's supply. A country's internal and external conditions can affect export growth; many factors dominate fluctuations in a country's exports. On the demand side, several variables can affect exports, including the price of the item itself, the export price of competing countries' products, the GDP and population of the importing country, and the exchange rate, as well as other factors, namely government policies in the field of trade either in the form of tariff or non-tariff barriers.

Nurlaili (2021), her research about competitiveness and factors affecting exports of Indonesian footwear products to the United States viewed from an Islamic economic perspective shows that the RCA index > 1 . The export of Indonesian footwear products to the US was competitive worldwide. Partially, the GDP of the US and the exchange rate have a positive and significant effect on Indonesian footwear exports to the US; prices have a positive and insignificant impact, while production has a negative and negligible effect on Indonesian footwear exports to the US.

Anh et al. (2021), His article "Determinants Efficiency of China's Footwear Export: A Stochastic Gravity Analysis" concluded that footwear exports are positively and significantly affected by GDP, with an elasticity of footwear export revenue of about 1.2 percent. Then the variables of trade freedom, financial freedom, and population density of importing countries have a positive effect on improving the efficiency of trade and cooperation established between China and other countries such as FTA (Free Trade Area) proved to be able to increase China's footwear exports. Research Yuyun & Pazli (2017), analyzed the footwear industry's export competitiveness between Indonesia and China in the United States market in 2011-2014. The results showed that the competitiveness of the Indonesian footwear industry is still below that of the Chinese footwear industry as indicators of competitiveness used, including price, export value, and regulation.

The research conducted by Zhang (2018), studied the current status quo from the point of view such as the export scale, export quantity, and trade partners and compared and measured the export competitiveness of footwear between China and other major exporting countries by using international market share, trade

competitiveness index, revealed comparative & competitive advantage index and product export unit price. The results show that the international market share of China's footwear industry has an absolute advantage, but the growth rate of the international competitiveness index has a sliding trend. The international competitiveness of China's footwear industry faces a certain challenge. The key to improving the international competitiveness of China's footwear industry lies in optimizing the export structure of products, developing diversified markets, paying attention to quality certification and export environmental protection requirements, etc.

The study Rafiq (2016) titled "Analysis of Major Factors Impacting the Footwear Export of Pakistan" aims to analyze the main factors affecting the value of Pakistani footwear exports in 2015, with research variables including qualifying year, year of export experience, average raw material cost, participation in international exhibitions, average marketing costs, technical manufacturing expertise, dummy ISO certificate, and energy crisis dummy. The results showed that years of export experience, dummy ISO certificates, and technical manufacturing expertise positively affected the export value of Pakistani footwear. In contrast, the average marketing cost and the average cost of raw materials harmed the importance of Pakistan's footwear exports in 2015. So based on the description and problems above, this study aims to analyze factors that affect the volume of Indonesian footwear exports to the Netherlands, Hong Kong, Italy, Japan, France, Singapore, Denmark, and Argentina in 2017-2020.

METHOD

The data used in this study is panel data, a combination of time series and cross-section data. Time series data in the research data period is four years, starting from 2017-2020. Cross-section data in the form of the

Netherlands, Hong Kong, Italy, Japan, France, Singapore, Denmark, and Argentina. The data is sourced from institutions or agencies related to research objects, including the Central Statistics Agency, World Bank, CEIC Data, and UNCOMTRADE. The data analysis tool used to answer the purpose of the research is the analysis of panel data regression to see the relationship between the Indonesian footwear export volume variables and the factors that affect it. Therefore, the research model used is as follows:

$$VEA_{it} = \beta_0 - \beta_1 H_{it} + \beta_2 GDP_{it} + \beta_3 JP_{it} - \beta_4 NT_{it} + \beta_5 XG_{it} + e_{it} \quad (1)$$

Information:

VEA_{it} : The volume of Indonesian footwear exports to the destination countries in the 1st period.

H_{it} : The price of Indonesian footwear to the destination countries in the 1st period

GDP_{it} : Real GDP of export destination countries in the 1st period

JP_{it} : The population of the export destination countries in the 1st period

NT_{it} : The exchange rate of the export destination countries in the 1st period

XG_{it} : Tiongkok's footwear export growth.

β : regression coefficient

e_{it} : error term

In panel data regression, three methods are usually used to estimate models: common effect, fixed effect, and random effect. To

determine the best model to be used, several tests are carried out, including, chow test to choose the best model between common effect or fixed effect, the hausman test to determine between fixed effect or random effect, and the lagrange multiplier test to choose between random effect or common effect.

RESULTS AND DISCUSSION

As one of the secondary needs for humans, footwear has the potential to continue to survive and develop in the future, especially in the modern era as it is today, making footwear one of the instruments of fashion. Indonesia has about 18,687 footwear business units with a workforce of 795,000 people. The footwear industry is classified as a labor-intensive industry that follows the number of human resources available in Indonesia, so it can be said that Indonesia has a comparative advantage in the footwear industry. Therefore, it is crucial to know the factors that can affect Indonesia's footwear exports in the international market so that Indonesia can maintain its position as well as a way to increase the country's foreign exchange. Here is a table showing the results of the estimated panel data using the common, fixed, and random effect methods, with a significance level of 5%.

Table 2. Model Estimate Result

Variable	Common Effect		Fixed Effect		Random Effect	
	Coefficient	Prob	Coefficient	Prob	Coefficient	Prob
C	8885.496	0.0016	-20629.92	0.3733	11963.06	0.0040
H	-0.231886	0.0230	-0.370333	0.0120	-0.406497	0.0018
GDP	3.754769	0.0074	5.486945	0.1037	5.167987	0.0453
JP	-4.69E-05	0.3125	0.000543	0.3016	-9.45E-05	0.3108
NT	-2231.722	0.0306	6646.743	0.4508	-1739.937	0.5187
XG	66.89914	0.0886	36.14134	0.0238	37.73939	0.0093
Adj R ²	0.749611		0.978013		0.594482	
F-State	0.000000		0.000000		0.000019	

Source: Eviews 12.0

To determine the best model to be used, chow test, hausman test, and lagrange

multiplier test with the following results:

Table 3. Model Estimation Test Result

Model Estimation Test	Prob.	Conclusion	
Chow Test	0.0000	Rejecting Ho	FEM
Hausman Test	0.6508	Receiving Ho	REM
Lagrange Multiplier Test	0.0000	Receiving H ₁	REM

Source: EvIEWS 12.0

From Table 3, it was concluded that the best model used in this study was the random effect model.

Based on the results of random effect regression obtained the results that of the five free variables used in the α 0.05, only variable export prices, real GDP of importing countries, and export growth of competitor countries (Tiongkok) which have a significant effect on the volume of Indonesian footwear exports in eight export destination countries. Variable export prices negatively influence Indonesia's footwear exports in eight export destination countries; this indicates that the increase in footwear prices will make export destination countries tend to parse the amount of footwear demand from Indonesia and choose to import from other countries at more competitive prices. In 2020, the average export price of Indonesian footwear was US\$ 17.56 per pair, while the average price of footwear exports from China was only US\$ 4.79 per pair and India at US\$ 7.42 per pair (APPICAPS, 2021). Therefore, Indonesia must-have products that are competitive in terms of quality to encourage the volume of footwear exports. On the other hand, one of the factors that affect the price level of footwear exports from Indonesia is uncertainty about the minimum wage for both regional and city/ regency, even though in the Indonesian footwear industry, wages contribute 40% to HPP (*Harga Pokok Penjualan*) (Yuyun & Pazli, 2017). According to data from the Indonesian Association of Associations (APRISINDO), the average wage

of workers in Indonesia reaches US\$ 179 per month, while the wages of workers in Tiongkok amount to US\$ 159 per month, and Vietnam with a wage of US\$ 95 per month (Abdulkadir et al., 2020). Furthermore, the problem of Indonesia's inability to meet the needs of footwear raw materials to carry out Indonesian production activities still has to import as much as 60% of footwear raw materials in the form of leather and rubber. Yadav & Chaturvedi (2018), Their research stated that for every 1% increase in raw material costs and marketing costs, the value of exports decreased by 0.248 and 0.128%, respectively. And also, the research Kelion (2021), stated that the relationship between raw material availability and the growth of leather footwear production was statistically significant.

Then the real GDP variable of the export destination country has a positive and significant impact; this can happen because every increase in national income is indicated to be followed by a rise in people's purchasing power, which is also footwear is one of the essential goods that are always needed and used by every individual whose sales are also able to be influenced by fashion trends that develop in society. On the other hand, the increase in the volume of Indonesian footwear exports in eight destination countries can also be caused because seven of the eight countries that are export destinations for Indonesian footwear are countries that have four seasons each year, which in each season requires different footwear with an average footwear consumption per capita of 4.2 pairs. In addition, Indonesian production footwear is quite in demand by foreign investors

because of the neat and stable quality of Indonesian footwear production; this is recognized by big brands such as Reebok. Unlike the results of Chinese or Vietnamese labor, although every laborer in Tiongkok and Vietnam can produce seven pairs of shoes, Indonesia only has 3-4 pairs of footwear. The results of this study are supported by research Nasution & Mulatsih (2019), that the GDP of partner countries have a positive effect on increasing exports of Indonesian footwear commodities to five countries in the ASEAN region and also research Mariati (2018) proves that GDP of the United States has a positive effect to Indonesian footwear export, it means when the value of US GDP increases, footwear exports also increase so that it will be very profitable for Indonesian footwear exports to the United States.

The population variable of the importing country has a negative and insignificant effect on Indonesian footwear exports; this can happen because the increase in population that occurred in the eight countries of Indonesia's footwear export destinations over the past four years was not followed by an increase in the real GDP of the eight countries. Chang (2022), stated the amount of consumption will increase with population growth and disposable income. In the last four years, the eight countries of Indonesia's footwear export destinations have had negative average real GDP growth, so the increase in the population of importing countries, if not followed by the rise in income, will not be able to increase the demand for Indonesian footwear exports.

While the variable exchange rate of the export destination country's currency against US\$ has a negative coefficient but has no significant effect, the nominal variable exchange rate reflects that the rise and fall of Indonesian footwear exports to the eight importer countries do not depend on the

exchange rate of the importer's currency against US\$ this can happen because footwear products are one of the primary needs that are always used in daily activities; therefore the appreciation or depreciation of the currency against US\$ does not have a significant effect. On the other hand, during the Covid-19 pandemic, the footwear industry was quite hit, where the total world footwear production decreased by 15.8% or by 4 billion pairs of footwear. Covid-19 is quite impactful, especially for the Indonesian footwear industry, which still needs to import raw materials for production activities, in 2020 the footwear industry experienced an average increase in raw material prices by 8 percent as a result of crude oil fluctuations followed by the difficulty of containers which in the end this problem interfered with production output. The results of this study are supported by research conducted Permatasari & Darmawan (2020), that the IDR exchange rate against US\$ had no significant effect on Indonesian footwear exports in the period 2012-2017; this proves that the higher rupiah exchange rate, the lower Indonesian footwear exports. The above events can occur because there are several factors, one of which is the raw materials used to produce footwear commodities, especially leather raw materials, most of which are still imported. The increase in the rupiah exchange rate will make product prices in the international market more expensive. However, because some of the raw materials for production are still imported, the price of Indonesian footwear is not high.

For variable export growth of competitor countries (Tiongkok) has a positive and significant influence on Indonesia's footwear exports in eight export destination countries; this can happen because the Indonesian footwear industry produces various types of footwear. However, 79% of Indonesia's footwear exports are sports shoes, and the other 21 percent are non-sports shoes (EU-Indonesia Business

Network, 2014). The leading players in producing sports shoes include PT. Adis Dimension Footwear, PT. KMK Global Sports, PT. Panarub Industry, PT. Nikomas Gemilang, and PT. Pratama Abadi Industri is the production of export stocks to various countries in the world, ranging from Asian countries to Europe, with the license "Made in Indonesia". However, it is generally a manufacturer that makes branded products based on orders from famous brand holders (buyers) abroad; examples of the footwear industry on a large scale such as Nike, Adidas, or Reebok footwear products, therefore, the increase in the volume of Tiongkok's footwear exports did not necessarily make Indonesian footwear exports decrease; in addition, during the period 2011 to 2020, the share of Tiongkok's footwear exports fell by 12% while the share of Indonesian footwear exports increased by 1.4% and Vietnam experienced an increase in export share by 8.2% (Shoe Intelligence, 2021).

CONCLUSION

Based on the problems and research objectives, it was concluded that in the period 2017-2020 in eight export destination countries for Indonesian footwear (Netherlands, Hong Kong, Italy, Japan, France, Singapore, Denmark and Argentina), the variable price of footwear exports had a negative and significant effect on the volume of Indonesian footwear exports. The real GDP variable of export destination countries and the growth of China's footwear exports have a positive and significant effect on the volume of Indonesian footwear exports. In contrast, the variable population and the exchange rate of the export destination country's currency to US\$ have no significant effect on the volume of Indonesian footwear exports.

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