

ABSTRAK

Rendahnya daya saing industri manufaktur Indonesia merupakan fenomena yang terjadi saat ini yang menyebabkan turunnya peringkat daya saing industri manufaktur Indonesia dibawah Singapura, Malaysia dan Thailand. Hal ini menunjukkan bahwa Indonesia harus meningkatkan 4 faktor berikut kinerja perekonomian nasional, efisiensi kebijakan, efisiensi usaha dan infrastruktur. Tujuan penelitian ini mengkaji pengaruh faktor – faktor yang mempengaruhi daya saing. Teknik analisa data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Populasi dalam penelitian ini adalah perusahaan terdaftar bursa efek Indonesia. Pengambilan data menggunakan metode purposive sampling, dengan jumlah sampel penelitian sebanyak 212 dengan *quota sampling* 109 perusahaan hanya yang memiliki peningkatan dan penurunan penjualan setiap tahunnya. Dalam penelitian ini terdapat variabel bebas *Asset Intensity*, *Employee Intensity*, dan *Intellectual Capital*, variabel terikat Daya Saing, dan variabel mediasi *Cost Stickiness*. Hasil penelitian menunjukkan bahwa variabel *employee intensity* dan *intellectual capital* berpengaruh dalam semua kelompok kategori penelitian ini, sedangkan *asset intensity* tidak berpengaruh dalam semua kelompok kategori penelitian ini. sedangkan *Cost stickiness* belum mampu memediasi pengaruh terhadap *Asset Intensity*, *Employee Intensity*, dan *Intellectual Capital*.

Kata Kunci : *Asset Intensity*, *Employee Intensity*, dan *Intellectual Capital*, *Sticky Cost* dan Daya Saing.



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ABSTRACT

The low competitiveness of the Indonesian manufacturing industry is a phenomenon that is currently occurring which has caused the ranking of the competitiveness of the Indonesian manufacturing industry to fall below Singapore, Malaysia and Thailand. This shows that Indonesia must improve the following 4 factors: national economic performance, policy efficiency, business efficiency and infrastructure. The purpose of this research is to examine the influence of factors that influence competitiveness. The data analysis technique used in this research is multiple linear regression analysis. The population in this study are companies listed on the Indonesian stock exchange. Data collection used a purposive sampling method, with a total research sample of 212 with a sampling quota of 109 companies, only those that had sales increases and decreases each year. In this research there are the independent variables Asset Intensity, Employee Intensity, and Intellectual Capital, the dependent variable Competitiveness, and the mediating variable Cost Stickiness. The research results show that employee intensity and intellectual capital variables have an influence in all categories of this research, while asset intensity has no influence in all categories of this research. while Cost stickiness has not been able to mediate the influence on Asset Intensity, Employee Intensity and Intellectual Capital.

Keywords: *Asset Intensity, Employee Intensity, and Intellectual Capital, Sticky Cost and Competitiveness.*

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