

Strategi dan Kecenderungan Investasi Para Pelaku Industri Konstruksi Nasional tahun 2005

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Abstrak

Industry structure influences production and productivity of a sector because industry structure determines the number of asset production such as number of equipment, human resources, and labor as well as technology employed within the sector. Industry structure are determined by investment program of the industry player which is determined by their strategy based on their perception of market size opportunity, easiness of doing business, transaction cost economy, time horizon considered within the frame work of business sustainability and competitiveness. Strategy choice available are based on the two basic business strategy which are resources base strategy or market base strategy. Consequences of the choice will affect the investment direction within the industry and in turn the asset production will be accumulated accordingly then to form industry structure. In research Cause and Effect between variable will be determined a-priori wise first to check whether this a-priori assumption is correct and accurate enough then followed by confirmatory analysis using Structural Equation Modeling will be performed. Relation parameters are estimated using factor scores regression. Casual relation are developed based on Fisman & Sarria - Alende pervious research. Investment are determined by industry players strategy which is based on transaction cost economy, entry regulation easyness for the industry and by analogy of Simon Theory is also determined by long term vision, availability of resources, capacity of the company, and market size. Specialization strategy trends is driven by long term vision, low transaction cost economy. Generalization strategy trends is driven by smaller market size, and entry regulation easiness to enter for the industry. Casual relation as found by Sarria - Alende, and theory postulated by Simon did not materialize in the construction industry case.