

Analisis dugaan awal kolusi dalam industri sepeda motor di Indonesia = Analysis on preliminary allegation regarding collusion conduct in Indonesian motorcycle industry

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Abstrak

Sepeda motor merupakan moda transportasi paling diminati masyarakat Indonesia. Dalam beberapa tahun terakhir, sepeda motor adalah moda transportasi yang paling pesat pertumbuhannya dibanding moda transportasi lainnya. Baru-baru ini Komisi Pengawas Persaingan Usaha KPPU menilai harga satuan sepeda motor di Indonesia terlalu tinggi. KPPU menduga tingginya harga sepeda motor tersebut merupakan akibat adanya praktik kolusi berupa kartel dan penetapan harga dari para pelaku usaha di industri sepeda motor. Saat ini, industri sepeda motor berstruktur duopoli dengan pangsa terbesar dikuasai Honda dan Yamaha. Struktur pasar yang demikian memudahkan dilakukannya koordinasi antar pelaku usaha untuk mengurangi intensitas persaingan coordinated effect . Selain melihat tren struktur pasar, perlu juga dilakukan analisis mengenai performa dari industri dan kemungkinan adanya perilaku yang bertendensi anti persaingan untuk menilai apakah terdapat dugaan awal kolusi dalam industri sepeda motor di Indonesia. Hal-hal yang dipakai dalam menilai dugaan awal kolusi dalam sebuah industri sering disebut dengan faktor-faktor plus plus factors .

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Motorcycle is the type of transportation that attracts most of Indonesian. For several years motorcycle has become fastest growing type of transportation compared with other types. Lately The Commission for the Supervision of Business Competition Komisi Pengawas Persaingan Usaha KPPU rates the unit price of motorcycle in Indonesia as too high. KPPU alleges the exorbitant price of motorcycle unit is resulted from the collusion practices likewise cartel and price fixing which conducted by players in motorcycle industry. The sense of such allegation came from the fact that motorcycle industry is dominated only by two major players, Honda and Yamaha, and lies on duopoly structure. Such market structure facilitates the coordinated effect by undertaking business actors to decrease the intensity of competition. Apart from seeing market structure trends, it is also needed to analyze the industry performance and any conduct that can be deemed as anti competition. Such analyses are needed to find whether there is any preliminary allegation regarding collusion in Indonesian motorcycle industry or not. The analyses which used to find such allegation are usually called plus factors .