

Industrial estate development: challenges and opportunities in strengthening competitiveness of manufacturing industries

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Abstrak

ABSTRACT

Competitive strategy is required by every business unit to win competition in uncertain and turbulent business environment especially in manufacturing industry. Development and distribution new industrial estates located in Java and outside Java by Indonesian government in an effort to win the global competition in manufacturing industry. This study empirically investigates role of human capital, infrastructure, supply chain, science and technology on competitive strategy in business units at industrial estates and its impact on strengthening the competitiveness of manufacturing industries. The author conducted survey on the best-performing industrial estate to test hypothesis and analyze the survey results using structural equation modeling. The results concluded that human capital, infrastructure, supply chain, science and technology have positive influence on competitive strategy and have positive impact on the competitiveness of manufacturing industries especially located in industrial estates. In addition, importance of choosing the right competitive strategy will greatly determine how big this business has superior competitiveness compared to its business competitors. This research is expected to be reference for business units and manufacturing industries to be used as one of the considerations in development of industrial estate that is being built and developed by current government in order to get the best competitiveness.