

INDONESIA'S COFFEE EXPORT COMPETITIVENESS TO EUROPEAN MARKET

THESIS

**Presented as Partial Fulfilment of the Requirements of the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of Business**

And Economics Universitas Atma Jaya Yogyakarta

Written By



Severin Ferren Chielwin

Student Number: 21 12 26275

**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2025

AUTHENTICITY ACKNOWLEDGEMENT

I, Severin Ferren Chielwin, hereby declare that I have complied and completed the thesis with the title:

Indonesia's Coffee Export Competitiveness to European Market

Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in the thesis.

Nanjing, May 2025

Author,



Severin Ferren Chielwin

徐英辉



Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

I hereby recommend that the undergraduate thesis under my supervision by:

Severin Ferren Chielwin

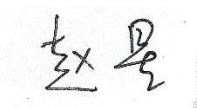
Student ID Number: 21 12 26275

Undergraduate Thesis Entitled

INDONESIA'S COFFEE EXPORT COMPETITIVENESS TO EUROPEAN MARKET

Be accepted in partial fulfilment of the requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program, Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta

Advisor,

A handwritten signature in black ink, appearing to be 'Zhao Xing', written on a light-colored rectangular background.

Zhao Xing

May 27, 2025

This is to certify that the thesis entitled
INDONESIA'S COFFEE EXPORT COMPETITIVENESS TO EUROPEAN MARKET

Presented by

Severin Ferren Chielwin

Student ID Number: 21 12 26275

Has been defended and accepted on May 27, 2025 towards fulfilment of the requirements for
the

Degree of Sarjana Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta Examination
Committee

Chairman

梅锦萍

Mei Jin Ping

梅锦萍

Member

梁晶

Liang Jing

梁晶

刘雅珍

Liu Ya Chen

刘雅珍

Yogyakarta, May 27, 2025

Dean


FAKULTAS BISNIS
DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA

Wenefrida Mahestu Noviantra K, S.E., M.Sc.IB. Ph.D.

ABSTRACT

Trading is crucial for maintaining one's economy power, Coffee is one of those commodities. Being the 2nd most traded commercial product by developing countries, Coffee holds an important role in Indonesia's exporting system. Indonesia's one of the biggest destination of coffee exports is to the European market. This would lead to the research which the author had taken interest of learning about the competitiveness of Indonesia coffee's export to the European market over the recent years. The assessment of this research of Indonesia's coffee export competitiveness analysis will consist of Porter's Five Forces model and other trade indicators such as the Revealed Comparative Advantage (RCA) and market share.

Keywords: Coffee, Export, Competitiveness.

ACKNOWLEDGEMENT

All praise and gratitude be to God Almighty, whose endless grace and blessings have enabled the author to complete this thesis, entitled **“Indonesia’s Coffee Export Competitiveness to European Market”**

This thesis is submitted in partial fulfillment of the requirements for the undergraduate program at Nanjing Xiaozhuang University.

The author recognizes that the completion of this work would not have been possible without the support—both moral and material—of many individuals and groups. With heartfelt appreciation, the author would like to extend sincere thanks to:

1. **Zhao Xing (赵星) Laoshi**, the author’s academic advisor, for the invaluable guidance and support in shaping the thesis topic, refining the content, and improving the writing process.
2. **All lecturers at Nanjing Xiaozhuang University**, who have provided knowledge and inspiration throughout the author’s two years of study.
3. **The author’s parents and sister**, for their unwavering love, encouragement, and support.
4. All cherished companions in the dual degree program at Nanjing Xiaozhuang University.
5. **Friends from Universitas Atma Jaya Yogyakarta**, whose friendship and presence have meant so much over the past four years.
6. **All individuals and organizations**, not mentioned by name, who have in any way contributed—directly or indirectly—to the completion of this thesis.

The author is fully aware that this thesis may contain imperfections and limitations. Constructive feedback, questions, or suggestions from readers are warmly welcomed to help improve the work in the future.

It is the author’s hope that this thesis will serve as a meaningful contribution to the field of development studies and provide useful insights for anyone interested in conducting further research on this topic.

TABLE OF CONTENTS

1 INTRODUCTION	1
1.1 Introduction.....	1
1.2 Research Objectives	2
1.3 Research Method	3
1.3.1 Method and Data	3
1.3.2 Analysis Tools	3
1.3.3 Time Frame	4
2 THEORETICAL BASE AND LITERATURE REVIEW	5
2.1 THEORETICAL BASE	5
2.1.1 Comparative Advantage Theory	5
2.1.2 Heckscher-Ohlin Theory.....	5
2.1.3 Porter's Five Forces Model	8
2.2 LITERATURE REVIEW	11
2.2.1 Concept of Export Competitiveness.....	11
2.2.2 Importance of Export Competitiveness	12
3 INDONESIA'S COFFEE EXPORT TO EUROPEAN COUNTRIES	14
3.1 Indonesia's coffee industry	14
3.2 Indonesia's coffee export to European Market	16
4 INDONESIA'S COFFEE EXPORT COMPETITIVENESS BY INDICATORS	19
4.1 Market Share	19
4.2 Revealed Comparative Advantage Index (RCA).....	21
4.3 Trade Competitiveness Index.....	23
5 CONCLUSION AND SUGGESTIONS	25
5.1 Conclusion	25
5.2 Suggestions	25
REFERENCES	28