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Analysis of Coffee Export Competitiveness in the International Market and Determining Factors for Indonesian Coffee Exports

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Abstract

Indonesia is one of the world's major coffee producers and exporters, but faces various challenges in maintaining competitiveness in the global market. This study aims to analyze Indonesia's coffee export potential and measure the influence of several economic variables on coffee export volume, including the value of coffee exports, production, world coffee prices, rupiah exchange rate against US dollars, and plantation area. The research uses annual secondary data for the period 1999–2022. The analysis method used was Revealed Comparative Advantage (RCA) to assess competitiveness, and multiple linear regression to analyze the influence of variables on export volume. The results of the study show that Indonesia has a comparative advantage with an average RCA value of 3.86. The value of coffee exports has a positive and significant effect on export volume, while production variables, international coffee prices, rupiah exchange rates, and area area show negative influences. International prices and rupiah exchange rates have a significant impact, while production and area are not statistically significant. These findings confirm that the increase in exports is more determined by quality, added value, and production efficiency than land expansion alone.

Keywords: coffee exports, RCA, exchange rate, international prices, linear regression, competitiveness, Indonesia.

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INTERODUCTION

Trade in an open economic system encourages Indonesia's economic growth by facilitating the exchange of goods, services, and money (Amanda & Aslami, 2022). Through international trade, countries can obtain goods that cannot be produced on their own, increase exports, expand markets, create jobs, and increase national income and quality of resources (Purba et al., 2023). Based on Trademap data (2023), Indonesia ranks 28th in global exports with a value of USD 291.9 million in 2022. As an agrarian country, Indonesia excels in the plantation sector, especially coffee, thanks to its fertile soil and vast land, which supports increased production and competitiveness in the global market (Pratama & Syawal, 2022). In addition, the vast land owned by Indonesia provides a great opportunity to increase the production and quality of agricultural products, strengthening competitiveness in the market

Table 1. average Agricultural Commodity Exports in 2018-2022

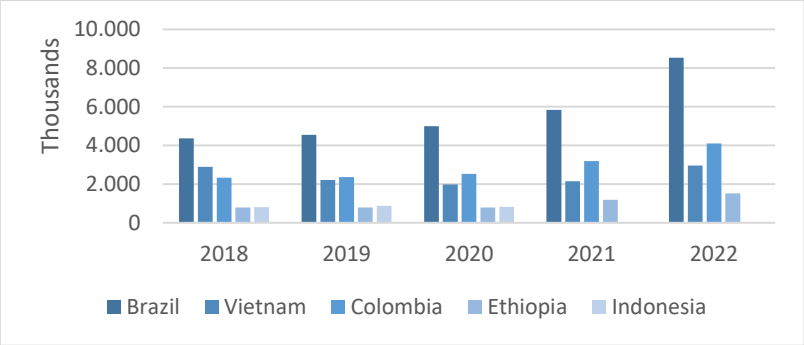
Commodities	Average (Thousand Tons)
Vegetables	100,7
Tobacco	10,24
Corn	100,58
Fibrous Plants	9,88
Tuber – Tuber	14,56
Coffee	365,5
Medicinal Plants, etc.	176,98
Annual Fruits	993,66
Clove	24,14
Cocoa Beans	26,82
Horticultural Crops	3,6
Ornamental Plants	2,42

Source: Central Statistics Agency, 2025 (Data processed)

Coffee occupies the second position as an agricultural commodity with the highest average export of 365.5 tons, below annual fruits (993.66 tons). This figure shows coffee as the mainstay of exports, considering that its exports are much larger than other commodities such as tobacco, cloves, and cocoa beans, which reflects the high demand for coffee in the global market.

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Picture 1. World Coffee Exporters
Source: Trademap, 2024 (Data processed)

In 2022, Brazil led the world coffee exports with the highest value of USD 8,542,533, demonstrating strong competitiveness. Vietnam followed with stable exports of USD 2,952,035. Colombia and Ethiopia recorded consistent increases, with Colombia reaching USD 4,108,629. Indonesia ranks fifth with exports of USD 1,149,380, experiencing a significant surge compared to previous years.

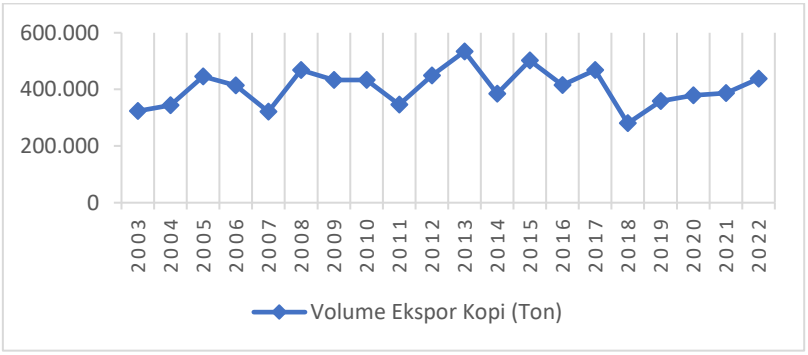


Figure 2. Indonesian Coffee Export Volume
Source: Central Statistics Agency 2024 (Data processed)

Over the past ten years, Indonesia's coffee exports have experienced significant fluctuations that have had an impact on declining competitiveness in the global market. While world coffee exports tend to be stable and increasing, the competitiveness of Indonesian coffee is declining, showing the need for increased efforts to be able to compete in the international market (Suhardi & Afrizal, 2021).

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Figure 3. The Export Value of Indonesian Coffee
Source: Trademap 2024 (Data processed)

Indonesia's coffee exports increased from USD 258,795 in 2003 to USD 1,249,520 in 2012, but briefly declined sharply in 2018 before rising back to USD 1,149,380 in 2022. This decline has the potential to weaken competitiveness, so Indonesia needs to improve the quality and volume of exports. In an open economic system, international trade is important to improve the trade balance and create jobs (A. Wulandari et al., 2023). Indonesia is also active in oil and gas and non-oil and gas exports to strengthen competitiveness and leading sectors (Sadiah & Ginting, 2024).

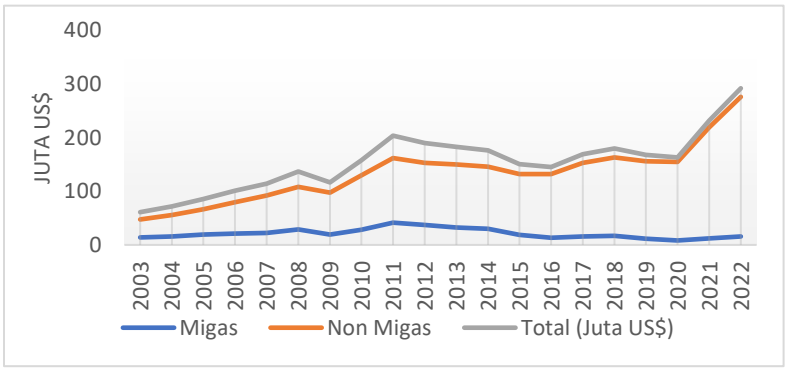


Figure 4. The Value of Indonesian Oil and Gas Exports
Source: Central Statistics Agency 2024 (Data processed)

Changes in the value of exports affect economic growth by increasing the country's foreign exchange reserves, which has a positive impact on national income (Hasan et al., 2023). Changes in the value of exports affect economic growth by increasing the country's foreign exchange reserves, which has a positive impact on national income (S. Wulandari

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& Lubis, 2019). Indonesia's export data from 2003–2022 shows that the oil and gas sector once dominated, reaching a peak in 2011, but declined drastically in 2020 due to declining global energy production and prices. In contrast, the non-oil and gas sector continued to grow, reaching USD 275.906 million in 2022. Natural resources, especially the agriculture and plantation sectors, are the main pillars of domestic income in addition to oil and gas, forestry, and fisheries (Irham et al., 2024).

Exports have an important role in the Indonesian economy, especially through coffee commodities that contribute to people's income and foreign exchange (Ramadhana et al., 2024). In a competitive global coffee market, production strategies must be adjusted, while farmers in developing countries face the challenge of fluctuating prices due to overproduction and weakening demand (Jamil, 2019).

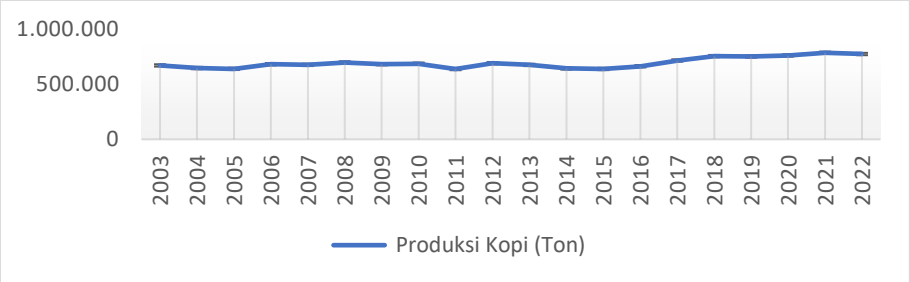


Figure 5. Indonesian Coffee Production

Source: Central Statistics Agency 2024 (Data processed)

Coffee plantations in Indonesia are divided into People's Plantations (PR) and Large Plantations (PBS and PBN), with production concentrated in five main provinces. Coffee production had decreased from 686,921 thousand tons in 2010 to 638,646 thousand tons in 2011, rose again in 2018, then declined again. These fluctuations suggest that production conditions are severely affecting exports, as limited supply can hamper global demand. Indonesia's average coffee production in 2018–2022 was led by South Sumatra (199,771 tons), followed by Lampung, Aceh, North Sumatra, and East Java. Coffee production is greatly influenced by weather and land conditions, as coffee grows optimally in cool highland climates. Good weather and suitable land can increase production and support export volumes (Suherman et al., 2023).

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Figure 6. Coffee Supply Chain
Source: Processed by the Author (2024)

The coffee production process in Indonesia starts from planting to harvesting on plantations, then the coffee beans are dried and ground to reduce moisture content. Processing is carried out by wet or dry methods, and proper techniques are essential to improve the taste and quality of coffee. Coffee beans are distributed to the domestic market through collectors or wholesalers, and to the international market through sorting, packaging, and shipping processes according to global standards. To maintain its position as a major exporter, Indonesia needs to continue to maintain the quality and processing process of coffee (Budiarto et al., 2023).

Exports occur because countries are interdependent due to their own limitations, with uniqueness such as natural resources, climate, and economic conditions that create commodity diversity and global competition (Putri & Yuliani, 2023). Indonesia's fluctuating coffee export performance reflects challenges in maintaining competitiveness, but increased exports are expected to boost production, efficiency, and farmers' welfare.

In addition to production, global coffee prices are the main factors affecting export volume. Prices reflect the value that consumers are willing to pay and influence a country's export decisions. Indonesia is in demand because the price is affordable and the taste is according to market preferences. Global prices are affected by the balance of demand and supply, prices rise when supply is lacking, and fall when there is an excess supply (Purwanto et al., 2021). The movement of the rupiah exchange rate against the US dollar affects Indonesia's exports. The weakening of the rupiah makes Indonesian products more competitive in the international market, boosting demand for agricultural and plantation commodities. This can improve the trade balance and attract trading

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partners, but exchange rate stability and export quality remain key to global competitiveness (Nurlaili, 2021).

According to BPS 2024 data, the area of Indonesia's coffee plantations fluctuated from 1.29 million hectares in 2003, rising to 1.31 million hectares in 2006, and then falling to 1.26 million hectares in 2022. To maintain global competitiveness, it is important to ensure the sustainability and productivity of land in line with the demand for high-quality coffee.

Research by Fitriani et al. (2023) shows that coffee production and the rupiah exchange rate have a positive impact on Indonesia's coffee exports, while domestic prices, land area, and domestic consumption have a negative impact. Amanda and Rosiana (2023) highlight the decline in the competitiveness of Indonesian coffee, with an average RCA value of 5.3 in 2011–2021. The main challenges include low quality and productivity, so strengthening coffee agribusiness is the key to increasing competitiveness in the global market.

With increasing global demand and changing coffee consumption patterns, efficient and environmentally friendly land management is key in supporting exports. Agricultural innovation and natural resource management need to be improved so that market needs are met without damaging the environment. However, Indonesia faces major challenges such as international price fluctuations, exchange rate instability, as well as low productivity and quality, which causes coffee exports to be unstable and tend to decline. This shows the need for new strategies to strengthen competitiveness in the global market. Therefore, it is necessary to analyze the competitiveness of coffee exports in the international market and the determining factors of coffee exports in Indonesia.

LITERATURE REVIEW

David Ricardo's Theory of Comparative Advantage

David Ricardo through the concept of comparative advantage states that trade remains profitable even if a country is not completely superior in production. Countries should export goods that can be produced at a lower cost and import expensive goods if they are produced by themselves. By taking advantage of the difference in production costs, countries can allocate resources efficiently and benefit from international trade (Suhardi & Afrizal, 2021).

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Heckscher-Ohlin Theory (H-O)

The Heckscher-Ohlin theory explains that trade between countries is influenced by the abundance of factors of production, such as labor, capital, and land. Countries tend to export goods that use abundant and cheap production factors, as well as import goods that require scarce and expensive production factors (Abdullah et al., 2023). This theory helps to analyze trade patterns and their impact on the price of factors of production in the countries involved (Purba et al., 2023).

Demand Theory

Demand theory describes the reaction of consumers to price in the purchase decision of goods or services. Demand reflects the interest and willingness of consumers to pay at a certain price, which then forms a demand curve in consumption activity (Haryanti, 2019).

Supply Theory

Offers reflect the producer's side in determining the quantity and quality of goods or services to be marketed according to price changes. In contrast to demand which is influenced by consumer needs, supply is influenced by price, the higher the price, usually the more goods are offered (Muflihin, 2019). Supply also depends on the ability of producers to produce goods in a given period, with two main factors: the relationship between the quantity of goods and the price (Siroj et al., 2023).

Coffee Commodities

Coffee is a high-value agricultural commodity that plays an important role in the global economy (Ramadhana et al., 2024). Indonesia as one of the main producers produces two main varieties, namely Arabica and Robusta, which differ in taste, aroma, growing conditions, and market price. These two types of coffee have a significant contribution to exports, creating their own market segments in both domestic and international markets (Mutiara et al., 2023).

The Concept of Competitiveness

Competitiveness is the ability of a country, company, or product to survive and develop in the global market through the planned management of potential and resources, both domestically and externally (Mastarida, 2022). Porter's Diamond model explains that the competitive advantage of an industry depends not only on natural

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resources, but also on the interaction of various factors such as labor quality, infrastructure, market demand, and industrial competition.

Export Theory

Exports aim to increase foreign exchange and national income, although the increase in income does not always go hand in hand with exports. Exports function like government investment and spending in encouraging economic growth (Santoso & Artha, 2021). This activity was born from interstate dependence, allowing profit optimization, market expansion, and increasing competitiveness through commodities that have surpluses and competitive advantages. The export process involves promotion to contract agreements, but it often faces domestic obstacles such as bureaucracy and extortion, as well as challenges from the destination country such as high tariffs and complicated certifications (Safitri & Aslami, 2022).

Export Value

Export value shows the amount of goods or services sold abroad in a given period and is valued at market prices, usually in US dollars. This indicator reflects the contribution of the export sector to the economy and the level of participation of countries in global trade (Sadiah & Ginting, 2024).

Production

Production is the process of converting resources or raw materials into goods or services through a series of efficient actions, by utilizing technology, labor, and resource management to achieve optimal results (Nuraeni & Santoso, 2024).

Price

Price is the exchange rate of a good or service in a transaction that reflects the benefits obtained, where demand arises out of necessity, and supply is triggered by scarcity in order to obtain profit (Nurfauzi et al., 2023).

Exchange rate

An exchange rate is an agreement between two countries in comparing the prices of export-import commodities that affect international trade through interdependent relationships (Ardiya Garini & Weri, 2020). The exchange rate consists of the nominal rate (currency exchange) and the real exchange rate (comparison of global prices of

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goods). According to Marshall-Lerner's theory, changes in exchange rates have an impact on the trade balance: if the elasticity of export-import prices exceeds one, the depreciation of the currency improves the balance sheet; if it is less than one, it makes it worse (Changed, 2023).

Land

The area of the plantation area is the area of land used for the cultivation of crops such as coffee, which supports the sustainability of production and export, covering the soil surface and the elements of the ecosphere above and below it (Triyawan & Afifah, 2023).

METHODOLOGY

Research Location

This research was conducted in Indonesia with a research period of 24 years, starting from 1999 to 2022.

Data Sources and Data Types

This study uses annual secondary data from Indonesia and the global market. This study uses time series data from 1999-2022. The data used includes the export value of coffee in country K, the total export value of country K, the value of world exports of coffee commodities and the total value of world exports sourced from the UN Comtrade Database and Trade Map. Meanwhile, data on coffee production, world coffee prices, rupiah exchange rates, and coffee plantation land area come from official publications such as the Central Statistics Agency, Uncomtrade, Trademap, Coffee Outlook, International Coffee Organization (ICO), World Bank, and the Ministry of Agriculture of the Republic of Indonesia.

Data Analysis

Real-Time Comparative Advantage (RCA) *Analysis*

This study uses the Revealed Comparative Advantage (RCA) method to measure the competitiveness of Indonesian coffee exports, by assessing Indonesia's comparative advantage compared to other countries in international trade.

$$\textbf{RCA=}\ \frac{X_{IK}}{X_M} / \frac{X_{WK}}{X_{WM}}$$

XIK = export value of product I country K

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XM = total export value of country K
XWK = export value of the world's I products
XWM = total world export value

The RCA index measures the competitiveness of a product, where a value of >1 indicates a strong comparative advantage, while <1 indicates weak competitiveness. In coffee exports, Indonesia competes with major countries such as Brazil, America, and India which are already dominant in the global market.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to examine the influence of various factors on coffee export volume. This method was chosen because it was able to answer the research objectives quantitatively. Data processing was carried out using the EViews 13 software, which was judged to be accurate and efficient in testing hypotheses and presenting results clearly. The regression model used :

$$\textbf{Vol.Ex.Kopi} = a + \beta 1\textbf{NEK1} + \beta 2\textbf{Prod.Kopi.Ind2} + \beta 3\textbf{Hrg.Kop.Inter3} + \beta 4\textbf{KURS4} + \beta 5\textbf{LAP5} + e$$

Explanation:
Vol.Ex.Kopi : Coffee Export Volume
NEK : Coffee Export Value
Prod.Kopi.Ind : Indonesian Coffee Production
Hrg.Kopi.Inter : International Coffee Prices
KURS :Exchange rate
LAP : Plantation Area
a :Constant
β : The regression coefficient for each independent variable
e : Error term

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RESEARCH RESULTS AND DISCUSSION

Analysis and Results of Coffee Commodity Competitiveness in the International Market

Table 1. Revealed Comparative Advantage Test Results

Year	Revealed Comparative Advantage (RCA)			
	Indonesia	Brazil	India	America
1999	6,28	30,43	4,71	0,31
2000	5,16	28,54	4,25	0,38
2001	3,03	18,90	3,66	0,34
2002	3,84	19,57	3,06	0,37
2003	4,21	17,92	2,59	0,41
2004	4,07	18,31	3,09	0,42
2005	4,91	17,81	1,97	0,35
2006	4,75	17,46	2,12	0,39
2007	4,35	16,62	1,58	0,36
2008	5,25	15,45	1,56	0,34
2009	4,40	15,55	0,92	0,35
2010	3,21	16,15	1,08	0,35
2011	2,57	15,94	1,14	0,35
2012	3,66	13,32	1,18	0,39
2013	4,24	13,04	1,11	0,39
2014	3,49	16,17	1,00	0,35
2015	4,30	16,09	1,10	0,34
2016	3,67	14,23	1,11	0,34
2017	3,80	11,61	1,17	0,31
2018	2,87	11,93	1,01	0,33
2019	3,34	13,14	0,99	0,32
2020	2,87	13,60	0,96	0,31
2021	2,26	12,65	0,97	0,29
2022	2,11	13,66	0,90	0,31
Average	3,86	16,59	1,80	0,35

Source: *United Nations Commodity Trade* (Data processed)

Based on the comparison of RCA values, Brazil has the highest coffee export competitiveness with an average of 16.59, followed by Indonesia 3.86, India 1.80, and the United States 0.34. Indonesia's RCA value fluctuated, highest in 2008 (5.25) and lowest in 2022 (2.11), but still superior to India and the US. Brazil excels due to government, technology, and infrastructure support, while the U.S. focuses more on domestic consumption. Comparative advantages may change over time depending on

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economic and technological conditions. Overall, RCA Indonesian coffee has always been above 1 during 1999–2022, demonstrating strong competitiveness in the global market.

Analysis and Results of Determining Factors for Coffee Exports in Indonesia.
Classic Assumption Test

Table 2. Normality Test

Probability	Information
0.234886	Usual

Source. Data Processed Output Eviews, 2025

Based on these results, the *Jarque-Bera* Probability value of 0.234886 is greater than (0.05), which indicates that the data used has a normal distribution.

Table 3. Multicollinearity Test

Variable	Coefficient Variance	Uncentered VIVID	Centered VIVID
C	91573.26	1216.206	NA
Coffee Export Value (X1)	0.003994	37.60372	5.985476
Indonesian Coffee Production (X2)	0.041230	252.0095	2.343832
International Coffee Prices (X3)	0.207964	37.47989	4.201147
Exchange Rate (X4)	2.17E-05	34.01029	2.325673
Land Area (X5)	0.070546	1490.969	1.878879

Source: Data processed Output Eviews, 2025

The results of the analysis showed that all variables had a VIF value below 10, namely: Indonesian Coffee Export Value (5.99), Indonesian Coffee Production (2.34), International Coffee Price (4.20), Exchange Rate (2.33), and Land Area (1.88). Thus, the regression model does not experience multicollinearity problems.

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Table 4. Heteroscedasticity Test

F-statistic	0.483721	Prob. F (20,3)	0.8632
Obs*R-Squared	18.31927	Prob. Chi-Square (20)	0.5664
Scaled explained SS	8.512430	Prob. Chi-Square (20)	0.9879

Source: Data processed Output Eviews, 2025

Based on the results of the analysis, it can be concluded that the model is free from heteroscedasticity problems, because the *Chi-Square* Probability value on *Obs*R-Squared* of 0.5664 is greater than 0.05.

Table 5. Autocorrelation Test

F-statistic	1.693922	Prob. F (2.24)	0.2151
Obs* R-Squared	4.193775	Prob. Chi-Square (2)	0.1228

Source: Data processed Output Eviews, 2025

Based on the results of the analysis, it can be concluded that the model experiences autocorrelation, because *the Chi-Square* Probability value in *Obs*R-Squared* of 0.1228 is greater than (0.05).

Hypothesis Test

Table 6. Coefficient Determination Test

R-Squared	0.712179

Source: Data processed Output Eviews, 2025

A determination coefficient (R^2) of 0.712179 indicates that 71% of the variation in the dependent variables can be explained by independent variables in the model, while the remaining 29% is influenced by other factors outside the model. The higher the R^2 value, the stronger the model's ability to explain the relationships between variables**.**

Table 7. Test F

F-statistic	Prob.
8.907779	0.00020

Source: Data processed Output Eviews, 2025

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The F test shows that the independent variable simultaneously has a significant effect on the dependent variable. With a probability value of F of 0.000213 < 0.05, it can be concluded that the Value of Coffee Exports (X1), Indonesian Coffee Production (X2), International Coffee Prices (X3), Land Area (X4), and Exchange Rate (X5) together have a significant effect on the Volume of Coffee Exports (Y).

Table 8. T test

Variable	B	t-statistic	Prob.
C	456.9829	1.510135	0.1484
Coffee Export Value (X1)	0,342633	5.421516	0.0000
Indonesian Coffee Production (X2)	-0,011256	-0.055433	0.9564
International Coffee Prices (X3)	-1.3462264	-2.952136	0.0085
Exchange Rate (X4)	-0,013704	-2.944369	0.0087
Land Area (X5)	-0,024626	-0.092718	0.9272

Source: Data processed Output Eviews, 2025

Based on the results of the analysis, multiple linear regression equations were obtained as follows:

Vol.Ex.Kopi= 456.9829+ 0.342633 NEK1 - 0.011256 Prod.Kopi.Ind2 – 1.346264 Hrg.Kop.Inter3 – 0.013704 KURS4 -0.024626 LAP5

1. The Coffee Export Value (X1) has a positive and significant effect on the Coffee Export Volume, with a coefficient of 0.342633 and a probability value of 0.0000 (< 0.05).
2. Indonesian Coffee Production (X2) has a negative but insignificant influence, with a coefficient of -0.011256 and a probability of 0.9564 (> 0.05).
3. International Coffee Prices (X3) show a negative and significant influence, with a coefficient of -1.346264 and a probability of 0.0085 (< 0.05).
4. The Exchange Rate (X4) also has a negative and significant effect, with a coefficient of -0.013704 and a probability of 0.0087 (< 0.05).
5. The area of land (X5) showed a negative but not significant influence, with a coefficient of -0.024626 and a probability of 0.9272 (> 0.05).

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The Effect of Coffee Export Value on the Volume of Indonesian Coffee Exports to the International Market

With a confidence level of 0.05, the analysis shows that coffee exports have a significant effect on the volume of shipments to the international market. The increase in export value reflects the high interest of the global market in Indonesian coffee, which is influenced by quality, price, demand, and effective trade strategies. With a t-test probability of 0.0000 (< 0.05), there is a significant relationship between export value and export volume. The increase in export value reflects high global demand, encouraging producers to be more active in exporting to maximize profits.

Ricardo's theory of comparative advantage states that countries are superior in exporting efficient and high-value products. Indonesia, as a major coffee producer, must rely on strategies such as market diversification, quality improvement, and supply chain efficiency to maintain its position and increase export volumes sustainably (Agustino & Susilastuti, 2024).

The results obtained are also in line with the research (Wulandari & Lubis, 2019) There is a positive relationship between export value and export volume. When the value of exports increases, export volumes tend to increase, as exporters try to meet the high demand in the international market.

The Effect of Coffee Production on the Volume of Indonesian Coffee Exports to the International Market

The results of the analysis show that Indonesia's coffee production does not have a significant effect on export volume. Although production increased, most of the coffee was allocated to the domestic market, so it did not directly encourage increased exports to international markets. Most of Indonesia's coffee production is consumed domestically due to the increasing coffee culture and the growth of local coffee shops. This limits the allocation of coffee for export even though production is increasing. Between 2015–2021, instant coffee consumption showed an average growth of 5.55%, higher than ground coffee which only grew by 1.52%, reflecting the growing trend of domestic coffee consumption. Weather factors and an uncertain tropical climate in Indonesia also affect the quality and quantity of coffee production, thus impacting export volume. High domestic demand and the challenge of maintaining quality according to international standards are the main obstacles to exports. The success of Indonesia's coffee exports is highly dependent on the ability to maintain quality and adjust to global market demand (Barus & Sukadana, 2025).

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According to David Ricardo's theory of comparative advantage, Indonesia has potential in coffee production thanks to favorable geographical conditions (Yunita, 2021). However, this potential does not automatically increase exports if the quality of coffee is not able to compete in the global market. Therefore, improving quality according to international demand is key to boosting exports (Fitriani et al., 2023). An increase in coffee production does not automatically increase exports, as exports depend on global demand. If demand falls, excess supply could pile up in the domestic market. Therefore, to encourage exports, Indonesian coffee must meet international quality standards, follow global market trends, and be supported by an effective marketing strategy to remain competitive in the international market.

The results of this study are in line with the findings (Syofya, 2023) which states that production has no significant influence on exports if most of the produce is absorbed by the domestic market or there is an oversupply in the global market. Although the increase in production is supposed to increase export potential, in reality, not all coffee produced is directed to the international market. If domestic consumption is high, producers tend to channel more produce to the domestic market, especially if prices and demand are more stable than in the export market.

The Effect of International Coffee Prices on the Volume of Indonesian Coffee Exports to the International Market

Based on statistical analysis with a confidence level of 0.05, it was found that international coffee prices have a significant effect on Indonesian coffee exports. The regression results show a negative relationship, where the increase in global coffee prices tends to reduce export volumes. This is in line with demand theory, which states that when prices rise, demand decreases as consumers look for cheaper alternatives. In this context, the price spike makes importers reduce purchases or switch to other suppliers, thereby reducing Indonesia's coffee exports (Scott, 2019).

Indonesia's coffee export demand is relatively elastic, meaning that price changes have a big effect on export volume. When prices rise, exports fall significantly, and vice versa. Therefore, Indonesia needs an adaptive trade strategy to maintain export stability amid fluctuations in international prices. Approaches that can be taken include improving the quality and efficiency of production to remain competitive, as well as diversifying export markets to reduce dependence on certain countries. These steps are important for Indonesia to remain a major player in the global coffee industry (Manalu et al., 2020).

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The results of this study are in line with the findings (Nasution et al., 2023) In the international market, the volume of coffee exports is greatly influenced by changes in global coffee prices. When coffee prices increase, exporters tend to increase export volumes to take advantage of greater profit opportunities. This is because demand remains high, while better prices encourage producers to increase their production and sales to overseas markets.

The Effect of Exchange Rates on the Volume of Indonesian Coffee Exports to the International Market

With a significance level of 0.05, it was found that the exchange rate had a significant and negative effect on the volume of Indonesian coffee exports. The increase in the exchange rate makes Indonesian coffee prices more expensive for importers, reducing demand and export volume. These results show that exchange rates are a key factor in coffee trading. According to economic theory, the appreciation of the rupiah reduces the competitiveness of exports, while depreciation can increase demand as prices become more competitive in the international market (Puspita & Nurlatipah, 2023).

According to (Fitriani et al., 2023), exchange rate changes affect international production and trade. The appreciation of the rupiah reduced exports as coffee prices increased, while depreciation boosted exports as prices became more competitive. The exchange rate also influences the importing country's decision in choosing a source of supply.

To maintain the stability of coffee exports, Indonesia needs to implement adaptive strategies to exchange rate changes, such as expanding trade partnerships and improving production efficiency. This is in line with the findings (Fitriani et al., 2023) which states that the movement of the rupiah exchange rate has a significant effect on export volume, where the weakening of the rupiah encourages exports and the strengthening of the rupiah decreases it.

The Effect of Plantation Land Area on the Volume of Indonesian Coffee Exports to the International Market

The results of statistical analysis showed that the area of plantation land did not have a significant effect on the volume of Indonesian coffee exports, with a t-test probability value of 0.9201 (> 0.05). Although land increased from 1,245.35 thousand hectares (2019) to 1,279.57 thousand hectares (2021), then decreased to 1,265.93 thousand hectares (2022), this change did not directly affect exports. The main factors

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that determine exports remain the quality of coffee, as well as policy support, infrastructure, and land efficiency that contribute to competitiveness in the international market.

According to supply theory, an increase in land area should encourage coffee production. However, in the context of exports, land area is not the only determining factor. Export volumes are more influenced by quality, international quality standards, global demand, and trade policies (Athifah, 2024). The Heckscher-Ohlin theory also emphasizes that export advantage depends on the optimal utilization of abundant factors of production. Land area will be effective when supported by skilled labor, technology, and infrastructure (Abdullah et al., 2023). Therefore, increasing productivity per hectare through agricultural innovation is more important than land expansion alone.

The results of this study are in line with the findings (Sabirin & Zakiah, 2022) The land area does not have a significant effect on export volume due to several factors. One of them is that most of the production is more absorbed by the domestic market. In addition, the products produced may not yet meet international standards, thus limiting the opportunities for large quantities of export.

CONCLUSIONS AND RECOMMENDATIONS

Indonesia has a comparative advantage in coffee exports with an average RCA value of 3.86 in 1999–2022, showing a competitive position despite still lagging behind the dominant Brazil (RCA 16.59). The export value of coffee has a significant and positive effect on export volume, so increasing export value is important to encourage export growth. On the other hand, coffee production has a negative and insignificant influence, due to high domestic consumption and weather factors that affect quality. International coffee prices and rupiah exchange rates show a significant negative influence on export volumes; The increase in both decreases competitiveness in the global market. The area of plantation land also has a negative but not significant effect, indicating that the increase in exports is more influenced by quality and efficiency than land expansion.

The government needs to encourage an increase in coffee exports through processing innovation, quality certification, and global promotion, as well as empower farmers with training and access to capital. Diversification of products such as organic and specialty coffee is important to expand the market. Exchange rate stability needs to be maintained through effective trading strategies and long-term deals. Plantation development must be sustainable with modern agricultural technology, without excessive

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land expansion. Investment in research and technology is also crucial to improve the efficiency and competitiveness of Indonesian coffee in the international market.

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