

## V

**CONCLUSIONS AND IMPLICATIONS****A. Conclusions**

The purpose of this research is to determine the effect of Gross Domestic Product variables, Raw Rubber Raw Material Prices, Global Competitiveness Index on the value of shoe exports of ASEAN countries, and to determine the most influential variables on factors affecting the value of shoe exports of ASEAN countries in the 2010-2016 time span using panel data regression analysis. From the results of this study, the following conclusions were obtained:

1. Jointly, the variables of Gross Domestic Product, Raw Rubber Raw Material Price, Global Competitiveness Index affect the variable factors affecting the value of shoe exports of ASEAN countries.
2. Gross Domestic Product variable has a significant effect on factors affecting the value of shoe exports of ASEAN countries.
3. The Raw Rubber Raw Material Price variable does not have a significant effect on factors affecting the value of shoe exports from ASEAN countries.
4. The Global Competitiveness Index variable has no significant effect on factors affecting the value of shoe exports in ASEAN countries.

## **B. Implications**

Based on the results of this study, the implications are as follows:

1. Based on the results of this study, GDP has a significant effect on Shoe Export Value:  
This study indicates that positive economic growth, which is reflected in an increasing GDP figure, has a direct impact on increasing the shoe export value of ASEAN countries. This suggests that countries with strong economic growth have a higher potential to increase their shoe exports.
2. Based on the results of this study, it shows that ASEAN countries that rely on rubber raw materials as the main component in their shoe production can be affected by fluctuations in the price of these raw materials. If the price of rubber raw materials rises, then this may negatively impact the value of ASEAN countries' shoe exports, due to higher production costs.
3. Based on the results of this study, it shows that ASEAN countries that have a higher competitive index in the shoe industry have greater potential to increase the value of their shoe exports. A high competitive index reflects advantages in terms of production costs, quality, and innovation, which can increase the country's competitiveness and demand for shoe exports.
4. This research provides a basis for policy development aimed at increasing the value of ASEAN countries' shoe exports. A focus on sustainable economic growth, diversification of raw materials, increased competitiveness of the shoe industry, and

efforts to reduce dependence on rubber raw material prices may be relevant policy measures to increase shoe exports in the ASEAN region.

5. This research provides a basis for the government as an insight in formulating trade policies regarding market potential, demand trends, competition in the shoe industry in the export market.
6. This research provides a basis for government supervision and regulation. In this case, monitoring the quality of exported products, and ensuring that the shoe industry complies with applicable trade regulations.

