

## **ABSTRACT**

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Title : Analysis Of Export Obstacles For Indonesian  
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There are four barriers of exports, namely external barriers, procedures, knowledge, and resources. These barriers affect Indonesian entrepreneurs, whether they are already exporting or not. There are factors that can be controlled and those that cannot be controlled by an individual. External barriers are obstacles that cannot be controlled because they come from obstacles such as government regulations, politics, and economy of a country. For procedural barriers (e.g., the difficulty of obtaining export documents), resources barriers (e.g., insufficient investment capital to carry out exports), and knowledge barriers (e.g., insufficient knowledge about the benefits of export) can be avoided. This study aims to examine the factors of these barriers and determine whether they are related to the overall barriers on export. This study will manage 240 data on respondents who are entrepreneurs in Indonesia. Data collection will use online questionnaire distribution techniques. Data processing from the questionnaire will be processed using SmartPLS software with the method of Structural Equation Model (SEM)-Partial Least Square (PLS) analysis. The results obtained provide an understanding that the resource barriers are not part of the export barriers due to being considered insignificant. The procedural and knowledge barriers have a strong significance level on export barriers thus are accepted as export barriers. External barriers through the mediation effect of procedural and knowledge barriers are also accepted as an export barriers.

Keywords: Export, Export Barriers, External Barriers, Resource Barriers, Procedure Barriers, Knowledge Barriers, SmartPLS, SEM-PLS