

## INTISARI

Penelitian ini memiliki tujuan untuk menganalisis kinerja industri minyak kelapa sawit di Indonesia, menggunakan paradigma *Structure Conduct Performance* (SCP). Data dalam penelitian ini menggunakan data sekunder yaitu laporan tahunan 10 perusahaan yang bergerak dalam industri minyak kelapa sawit di Indonesia tahun 2015 – 2020 yang dipublikasikan di *website* perusahaan. Dari data tersebut kemudian diolah menggunakan *software Microsoft Excel 2016* untuk mendapatkan data *Market Share*, *Concentration Ratio 4*, *Minimum Efficiency of Scale*, *Capital Labor Ratio*, Efisiensi Internal, dan *Price Cost Margin*. Metode analisis penelitian ini menggunakan analisis regresi data panel.

Hasil penelitian ini menunjukkan bahwa *Concentration Ratio 4* berpengaruh negatif dan signifikan terhadap *Price Cost Margin*, sedangkan *Capital Labor Ratio* dan Efisiensi Internal berpengaruh positif dan signifikan terhadap *Price Cost Margin* Industri Minyak Kelapa Sawit di Indonesia tahun 2015 – 2020.

Kata kunci : *scp, cr4, clr, efisiensi internal, pcm*

## ABSTRACT

*This study aims to analyze the performance of the palm oil industry in Indonesia, using the Structure Conduct Performance (SCP) paradigm. The data in this study uses secondary data namely the annual reports of 10 companies engaged in the palm oil industry in Indonesia from 2015 to 2020 which are published on the company's website. The data is then processed using Microsoft Excel 2016 software to obtain data on Market Share, Concentration Ratio 4, Minimum Efficiency of Scale, Capital Labor Ratio, Internal Efficiency, and Price Cost Margin. The analysis method of this research uses panel data regression analysis.*

*The results of this study indicate that Concentration Ratio 4 has a negative and significant effect on Price Cost Margin, while Capital Labor Ratio and Internal Efficiency have a positive and significant impact on Price Cost Margin of the Palm Oil Industry in Indonesia in 2015 – 2020.*

*Keywords : scp, cr 4, clr, internal efficiency, pcm*