

ABSTRACT

Telecommunications is a major need for the community because of the existence of telecommunications equipment as a supporter of human life. The telecommunications industry is the engine of growth in Indonesia. Operator companies that are discovered to be inefficient in their use of inputs that have not been maximized can adversely impact the operator's business's long-term viability. As a result, operators may be unable to compete and maintain their business.

The data used in this research is a secondary data from annual report of operator companies from 2014 - 2020. The analysis technique used in this research is Market Share, Herfindahl-Hirschman Index (HHI), barriers to entry based on customer number, and Data Envelopment Analysis (DEA) are inputs and outputs, the inputs consist of total assets, equity, labor costs and operational costs and the outputs consist of total revenues

The result of this research indicates that the mobile telecommunications industry in Indonesia is classified within a very high concentrated oligopoly. Results from Data Envelopment Analysis (DEA) in 2014-2020 there were 2 efficient companies. The mobile telecommunications industry has a lot to make improvements in order to achieve an efficient level that has not been efficient, the company must conduct asset reduction, or increase product sales.

Keywords: Market Structure, Performance Efficiency, Structure-Conduct-Performance, Data Envelopment Analysis, Mobile Telecommunications Industry

SEMARANG
FEB UNDIP