

Intisari

Penelitian ini bertujuan untuk menganalisis hubungan dari variabel makroekonomi berupa pertumbuhan PDB, inflasi, suku bunga kredit, serta nilai tukar Rupiah terhadap Dolar AS, terhadap penjualan mobil baru di segmen Medium FBT di Indonesia. Data yang digunakan dalam penelitian ini merupakan data kuartalan dengan periode estimasi 2005Q1 – 2019Q3. Data tersebut diestimasi menggunakan model *Autoregressive Distributed Lag* (ARDL). Hasil estimasi menunjukkan bahwa hanya suku bunga kredit yang berhubungan secara signifikan terhadap penjualan mobil di segmen Medium FBT pada jangka pendek. Pada estimasi jangka panjang, suku bunga kredit serta nilai tukar Rupiah terhadap Dolar AS menunjukkan hubungan yang negatif dan signifikan terhadap penjualan mobil di segmen Medium FBT.

Kata Kunci: ARDL, Inflasi, Makroekonomi, Nilai Tukar, Penjualan Mobil, Pertumbuhan PDB, Suku Bunga Kredit.

Abstract

This study aims to analyze the relationship of macroeconomic variables in the form of GDP growth, inflation, credit interest rates, and the exchange rate of the Rupiah against the US Dollar, on new car sales in the Medium FBT segment in Indonesia. The data used in this study is quarterly data observed within 2005Q1 – 2019Q3. The data was estimated using the Autoregressive Distributed Lag (ARDL) model. The results show that only credit interest rates have a significant relationship on car sales in the Medium FBT segment in the short-term. In the long-term estimation, credit interest rates and the exchange rate of the Rupiah against the US Dollar show a significant relationship on car sales in the Medium FBT segment.

Keywords: *ARDL, Inflation, Macroeconomics, Exchange Rate, Car Sales, GDP Growth, Credit Interest Rates*