

Abstract

This research analyses the truck commercial industry, specifically the truck sub-segment, in Indonesia during the period of 2012-2019 using monthly data from Gabungan Industri Kendaraan Indonesia (GAIKINDO). This research focuses on the relationship between market structure, in form of share, and sales performance of the industry. This research uses the Generalized Least Square (GLS) estimation and the results show that there is a positive significant relationship between market share and sales performance.