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| 論文中文摘要： | 本研究調查，結構資本，人力資本，關係資本，環境，市場准入能力，產品整合能力，功能能力，成本競爭力和創新使用能力是否可能影響棕櫚油的市場競爭能力。我們使用SPSS檢驗這一假設，並從十大從事棕櫚油公司的人員和管理人員，採用配額抽樣方法收集問卷。最好的系統是將有可能是人力資本具有積極的關係，這將影響市場准入的能力，因此會出現價格競爭。第二個可能性是在印尼的環境，完全符合棕櫚科植物來自非洲，因此，從便於種植棕櫚植物的好處，並有足夠的土地種植。這樣，它會因大量生產，生產後的價格競爭力。 |
| 論文外文摘要： | This research investigates that whether structural capital, human capital, relationship capital, environment, market-access capability, product-integration capability, functional capability, cost competition capability, and innovative usage capability could influence market competition capability of palm oil. We use SPSS to test the hypothesis and collect questionnaires from top ten companies’ personnel and managers engaged in palm oil using quota sampling method. The best system is who will have probably is human capital has a positive relationship that will affect the market access capability, so it will be a price competition occurs. The second possibility is the environment in Indonesia that fits perfectly with palm plants that came from Africa, so plants benefit from the ease of cultivating palm, and have enough land for planting. That way, it will have price competitiveness due to the large number of production produced later. |