

## **ABSTRACT**

The Effect of the Government's Policy on the Performance Perception of the Automobile Importers in Batam City

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The research is intended to analyze the effects of (1) fiscal and monetary policy on the company's performance; (2) regulative policy on the company's performance; (3) institutional policy on the company's performance; (4) macro social economic condition on the company's performance; (5) business competitive condition on the company's performance; (6) fiscal and monetary policy, regulative policy, institutional policy, macro social economic condition and business competition simultaneously and significantly on the company's performance; (7) which variable is the most dominant in influencing the company's performance.

The data used in this research is primary and secondary data. The data was analyzed by using multiple regression analysis.

The findings of the research show that all variables simultaneously and significantly positive influences. The variable of macro social economic condition had the most dominant influence on the performance of automobile import company and the variables of institutional performance and business competition followed.

**Key Word:** Local Product is better than Import