

Ekonomi Manajerial dalam Perekonomian Global

Bab 9:

Oligopoli dan Arsitektur Perusahaan

Pokok Bahasan

- Oligopoli dan Konsentrasi Pasar
- Model Oligopoli
- Implikasi Efisiensi Oligopoli
- Model Maksimisasi Penjualan
- Perkembangan Oligopoli Internasional
- Arsitektur Perusahaan Ideal
- Perusahaan Maya

Oligopoli

- Sedikit Penjual
- Persaingan Bukan Harga
- Penghalang untuk Masuk
- Duopoli – Dua Penjual
- Oligopoli Murni – Barang Homogen
- Oligopoli Terdiferensiasi – Barang Terdiferensiasi

Sumber-Sumber Oligopoli

- Skala Ekonomi
- Dibutuhkan Investasi Modal Besar
- Proses Produksi Yg Dipatenkan
- Loyalitas Merk
- Mengendalikan Bahan Baku
- Government franchise
- Limit pricing

Pengukuran Oligopoli

- **Rasio Konsentrasi**
 - 4, 8, or 12 Perusahaan Terbesar (Kasus 9-2)
- **Herfindahl Index (H)**
 - $H = \text{Jumlah Kuadrat Pangsa Pasar dari SEMUA Perusahaan yang ada di Industri}$
- **Theory of Contestable Markets**
 - Jika masuk pasar adalah bebas dan keluar pasar tanpa biaya kemudian perusahaan akan beroperasi seperti pasar bersaing sempurna

Model Cournot

- Digagas oleh Augustin Cournot
- Asumsi Tingkahlaku
 - Perusahaan memaksimalkan keuntungan dibawah asumsi bahwa pesaing mereka tidak akan merubah tingkat produksi.
- Model Bertrand
 - Perusahaan berasumsi bahwa pesaing mereka tidak akan merubah harga.

Model Cournot

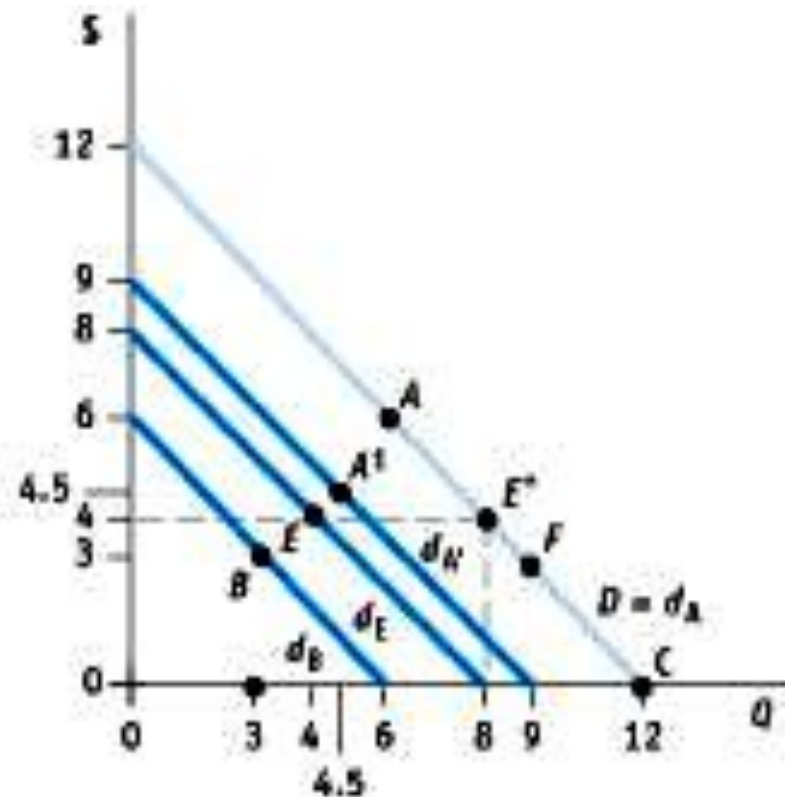
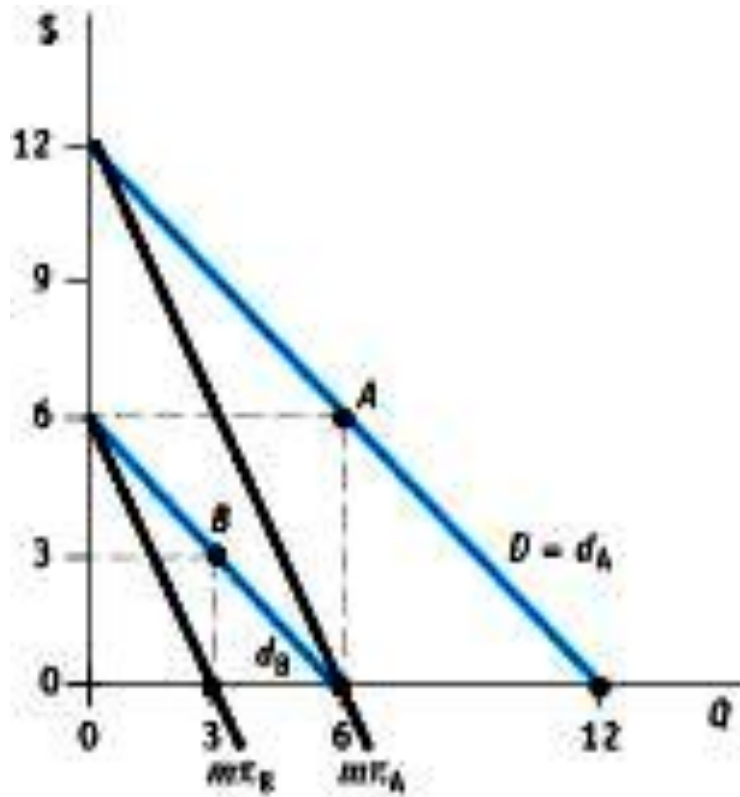
- **Contoh**

- Hanya ada dua perusahaan (duopoly)
- Produknya Identik
- Biaya Marjinal = 0
- Mula-mula Perusahaan A mempunyai kekuatan monopoli, kemudian Perusahaan B memasuki pasar.

Model Cournot

- Proses Adjustment
 - Masuknya Perusahaan B mengurangi permintaan terhadap produk Perusahaan A
 - Perusahaan A bereaksi dengan cara mengurangi output, yang meningkatkan permintaan terhadap produk Perusahaan B, yang menurunkan permintaan terhadap produk Perusahaan A.
 - Perusahaan A selanjutnya mengurangi output lbh lanjut.
 - Ini terus berlangsung sampai kesimbangan tercapai.

Model Cournot



Model Cournot

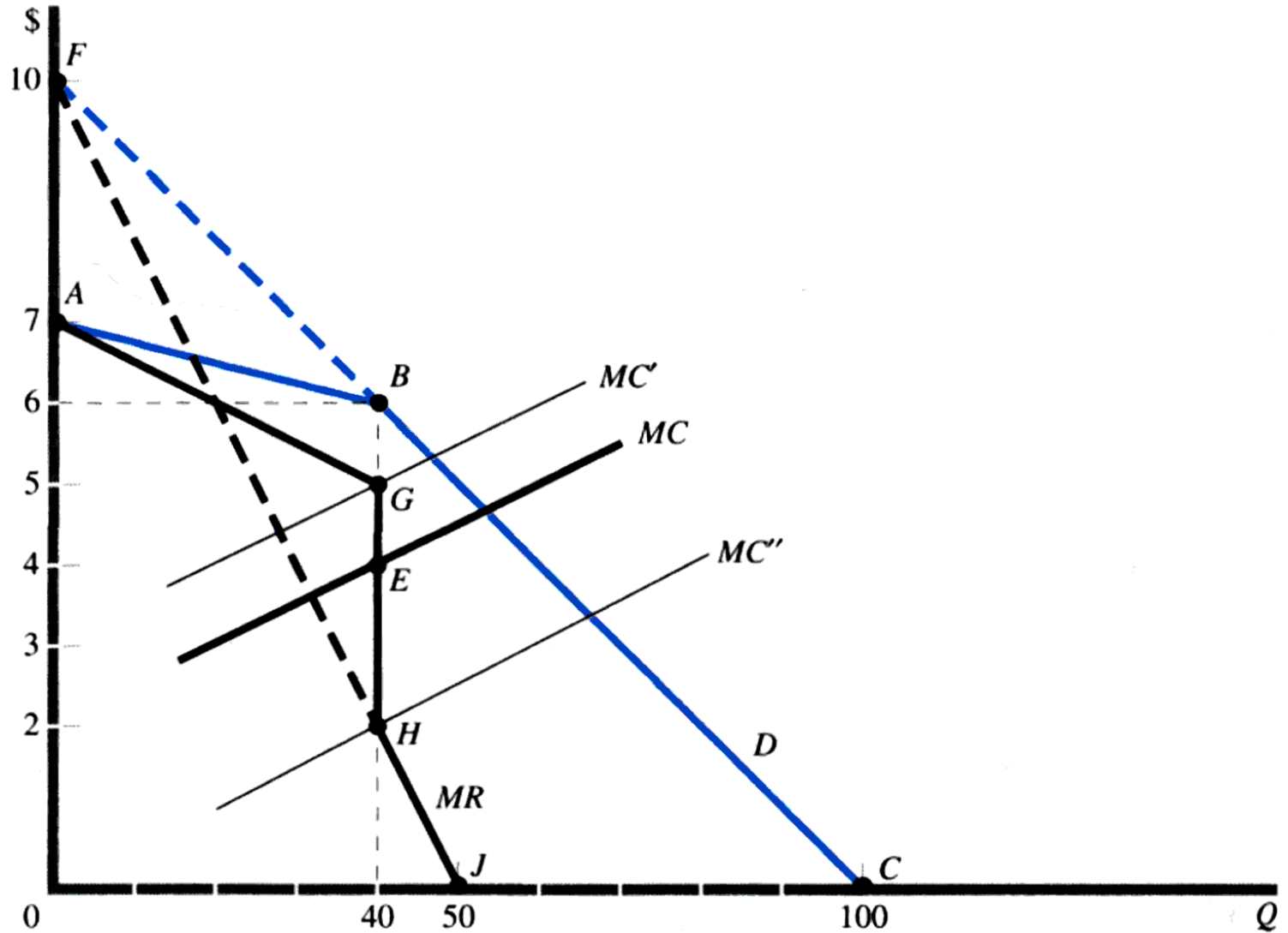
- **Keseimbangan**

- Perusahaan memaksimalkan keuntungan secara simultan.
- Pasar dibagi secara merata diantara perusahaan.
- Harga di atas harga keseimbangan Pasar Bersaing Sempurna tetapi di bawah harga keseimbangan monopoli.

Model Kurva Permintaan Patah

- Digagas oleh Paul Sweezy
- Jika satu perusahaan oligopoli menaikkan harga, perusahaan lain tidak akan mengikutinya, oleh karenanya kurva permintaan elastik.
- Jika satu perusahaan oligopoli menurunkan harga, perusahaan lain akan mengikutinya, sehingga kurva permintaan tidak elastik.
- Implikasinya : kurva permintaan akan membelok, MR akan memiliki discontinuitas, dan oligopolists tidak akan merubah harga ketika biaya marjinal berubah.

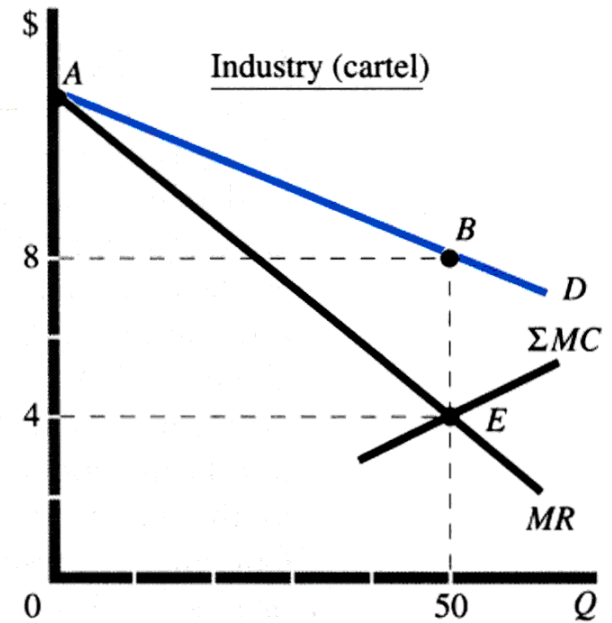
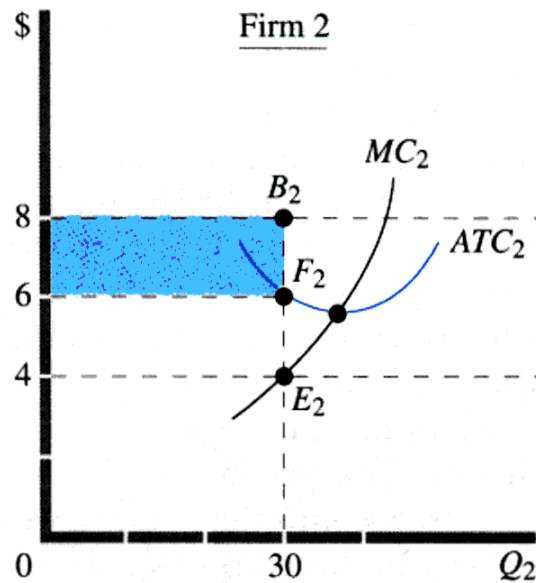
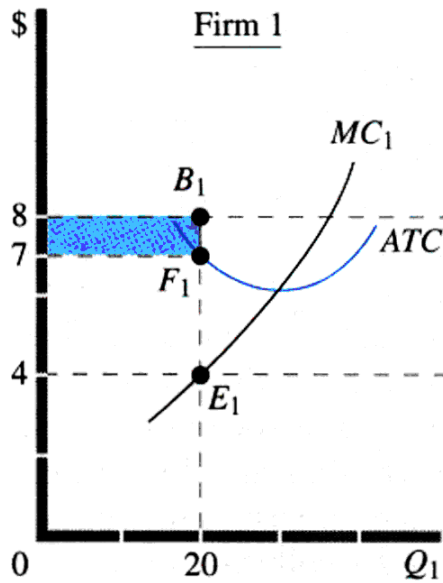
Model Kurva Permintaan Patah



Cartels

- Collusion
 - Cooperation among firms to restrict competition in order to increase profits
- Market-Sharing Cartel
 - Collusion to divide up markets
- Centralized Cartel
 - Formal agreement among member firms to set a monopoly price and restrict output
 - Incentive to cheat

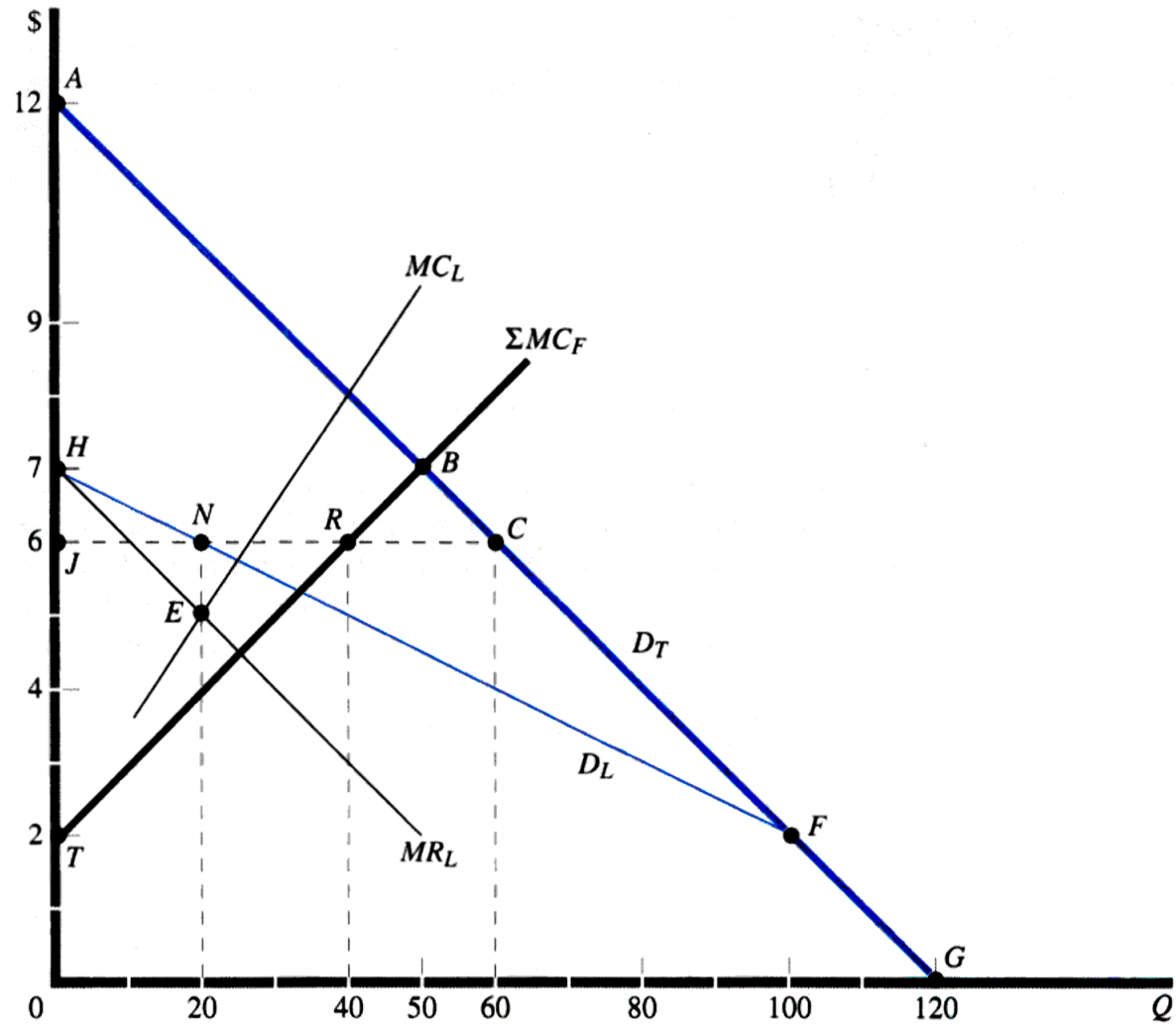
Centralized Cartel



Price Leadership

- Implicit Collusion
- Price Leader (Barometric Firm)
 - Largest, dominant, or lowest cost firm in the industry
 - Demand curve is defined as the market demand curve less supply by the followers
- Followers
 - Take market price as given and behave as perfect competitors

Price Leadership



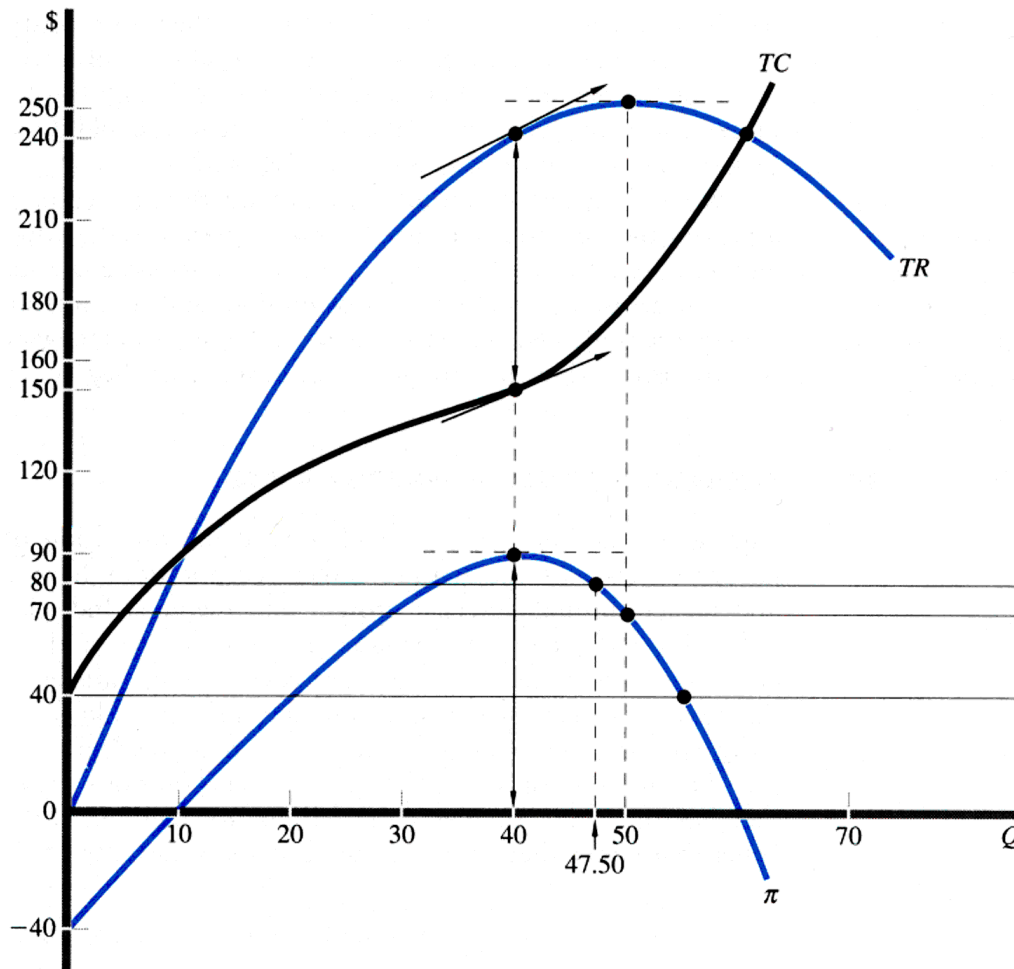
Efficiency of Oligopoly

- Price is usually greater than long-run average cost (LAC)
- Quantity produced usually does correspond to minimum LAC
- Price is usually greater than long-run marginal cost (LMC)
- When a differentiated product is produced, too much may be spent on advertising and model changes

Sales Maximization Model

- Proposed by William Baumol
- Managers seek to maximize sales, after ensuring that an adequate rate of return has been earned, rather than to maximize profits
- Sales (or total revenue, TR) will be at a maximum when the firm produces a quantity that sets marginal revenue equal to zero ($MR = 0$)

Sales Maximization Model



MR = 0
where

Q = 50

MR = MC
where

Q = 40

Global Oligopolists

- Impetus toward globalization
 - Advances in telecommunications and transportation
 - Globalization of tastes
 - Reduction of barriers to international trade

Architecture of the Ideal Firm

- Core Competencies
- Outsourcing of Non-Core Tasks
- Learning Organization
- Efficient and Flexible
- Integrates Physical and Virtual
- Real-Time Enterprise

Extending the Firm

- Virtual Corporation
 - Temporary network of independent companies working together to exploit a business opportunity
- Relationship Enterprise
 - Strategic alliances
 - Complementary capabilities and resources
 - Stable longer-term relationships