

# THE INFLUENCE OF BUSINESS CLIMATE, BUSINESS ENVIRONMENT, AND BUSINESS SUPPORTING FACILITIES ON PROMOTION OF HANDICRAFT INDUSTRIES IN AMBON CITY INDONESIA

JOSEF PAPILAYA

Faculty of Teaching and Education Science, University of Pattimura Ambon, Maluku, Indonesia

## ABSTRACT

Research is aimed to understand the influence of business climate on promotion, the influence of business environment on promotion, and the influence of business supporting facilities on promotion. Method of research is survey to produce information that takes form as explanation (*explanatory research*) which attempts to describe a generalization or to explain relationship between variables. Result of descriptive analysis, correlation analysis and double correlation analysis, indicates that there is a positive and significant influence of business climate on promotion, business environment on promotion and business supporting facilities on promotion. There is also simultaneous influence of business climate, business environment and business supporting facilities on promotion. This influence is caused by more conducive business climate and business environment.

**KEYWORDS:** Business Climate, Business Environment, Business Supporting Facilities, Promotion