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THE EFFECT OF SALES VOLUME, SELLING PRICE, AND NUMBER OF TYPES OF INTEREST ON THE INCOME OF CUT FLOWER STALL TRADERSAT RAWA BELONG FLOWER MARKET, WEST JAKARTA

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Abstract

Horticultural crops, especially cut flowers, are a very distinctive commodity, where entrepreneurs are required to pay special attention to their business. The high demand for cut flowers under certain conditions that are not accompanied by the amount of cut interest supply available in the market, results in fluctuations in sales volume and selling prices of cut flowers and has an impact on the income of flower traders from the sale of cut flowers. The purpose of this study is to determine the characteristics of merchants and the size of sales volume, selling price, number of types of flowers, and income of cut flower stall traders; to analyze the effect of sales volume, selling price and amount of interest on the income of cut flower stall traders; and to analyze the sensitivity of the amount of interest type to the income of the vendor of the cut flower stall.

This study was conducted at the Rawa Belong Flower Market with a population of 59 cut flower stall vendors, and the sample used was 37 vendors. Sampling using *Simple Random Sampling* technique. The data analysis method uses multiple regression with the help of SPSS 20 Software.

From the results of data processing using SPSS 20 obtained the regression equation Y= -57220431.407 + 7105.565X1 + 1341.385X2 - 2428398.684X3 with t_{count} on sales volume = 16.164 > t_{table} (2.032) so that the reject Ho_1; t_{count} at the selling price = 5.806 > t_{table} (2.032) so that the reject Ho_2; and t_{count} on the number of types of interest = -2.868 > t_{table} (-2.032) so that it accepts Ho_3; while F_{count} (457.812) > F_{table} (2.89) so reject Ho_4. The correlation coefficient is worth 0.988 and the coefficient of determination is worth 0.974 which means that the sales volume, selling price, and the number of types of interest have a strong influence on the income of stall traders. Based on the value of the sensitivity of the number of types of interest to the income of stall traders obtained an elasticity value of -0.262 (inelastic).

Keywords: Sales Volume, Selling Price, Number of Types of Interest, and Income

INTRODUCTION

One of the places used for floriculture industry business activities is Rawa Belong Flower Market, West Jakarta. As a wholesale center that provides various types of floriculture, Rawa Belong Flower Market, West Jakarta, has quite diverse marketing activities with various types of business actors and consumers. In addition,

The Rawa Belong Flower Market in West Jakarta is also a Technical Implementation Unit (UPT) of the Horticultural Promotion and Marketing Center (P3H) of the DKI Jakarta Provincial Marine and Agriculture Service, thus, the Rawa Belong Flower Market in West Jakarta can be used as a reference in the floriculture industry of ornamental plants or cut flowers.

The well-being of a trader can be measured by his income. Factors affecting the income of traders must be considered so that the trader's income is stable, and his welfare increases, so that buying and selling activities in the market continue to run smoothly and the number of existing traders will remain and increase. One of the factors that affect the success of traders is the size of the sales volume, because the more the number of goods sold, the more income will increase. The types of cut flowers available at the Rawa Belong flower market are very varied. The number of types of cut flowers will affect the volume of interest sales and the selling price of interest and even the income of flower traders will later affect the welfare of market traders. If the amount of interest supply is small or if one of the cut flowers is not available, it will be related to the sales volume and selling price of the interest, which results in the trader's income also changing.

The high demand for cut flowers under certain conditions that are not accompanied by the amount of cut interest supply available in the market results in fluctuations in sales volume and selling prices of cut flowers. These fluctuations make it difficult for cut flower traders to determine the amount of income from the sale of cut flowers. If the sales volume and selling price continues to fluctuate, it will also be difficult for traders to determine how much profit will be obtained each month. Therefore, sales volume and selling prices must be maintained stability so that the trader's income is stable, and profits can be clearly estimated because one of the goals of trading is to get the maximum possible profit. From the problems that are in accordance with the situation and conditions in the Rawa Belong flower market, it is necessary to have a study to maintain the stability of sales volume, selling price, and the number of types of interest so that the income obtained is stable and gets maximum profit.

Based on this, this study aims to 1) Find out the characteristics of merchants and the size of sales volume, selling price, number of types of flowers, and income of cut flower stall traders at Rawa Belong Flower Market. 2) Analyze the effect of sales volume, selling price, and number of types of flowers on the income of cut flower stall vendors at the Rawa Belong Flower Market. And 3) Analyze the sensitivity of the number of types of flowers to the income of the cut flower stall vendors at the Rawa Belong Flower Market.

RESEARCH METHODOLOGY

Research Place and Time

The research was conducted at Rawa Belong Flower Market, West Jakarta. Site selection is done deliberately (*purposively*). The research time was carried out from January - February 2020.

Data Types and Sources

The data used in this study are secondary data and primary data. Secondary data for this research were obtained from book references, Rawa Belong Florist West

Jakarta head office, literature research and the internet. The primary data of this study were obtained through the results of questionnaires and interviews with flower traders in Rawa Belong who were randomly selected as respondents, as well as parties from the Rawa Belong Technical Implementation Unit (UPT).

Data Analysis

Descriptive Statistics

Descriptive statistics are statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make generalized conclusions or generalizations (Sugiyono, 2010: 208).

Test of Classical Assumptions

To find out these requirements requires a normality test, a multicollinearity test, and a heteroscedasticity test with the help of *SPSS Version 20 For Windows.*

Multiple Linear Regression Test

This study used multiple linear regression analysis. Multiple linear regression analysis is an analytical technique used to determine the influence of free variables on bound variables. Multiple linear regression equation:

$Y' = a + b_1X_1 + b_2X_2 + b_3X_3$

Information:

Y' = Income of Cut Flower Stall Vendors at The Swamp Belong Flower Market
X1 = Sales Volume of Cut Flowers in Rawa Belong Flower Market (VP)
X2 = Selling Price of Cut Flowers at Rawa Belong Flower Market (HJ)
X3 = Number of Types of Cut Flowers in Rawa Belong Flower Market (JJB)
a = Constant (value of Y' if X1, X2. Xn =0)
b = Regression coefficient (value of increase or decrease)

Elasticity

Elasticity is the degree of sensitivity (change) of an economic symptom to another economic symptom. The elasticity of the number of types of income interest is a change in the number of types of interest because of a change in income. The formula for the number of types of income interest can be seen as follows:

$$EJJB = bx3. \frac{X3}{Y}$$

Information:

EJJ = elasticity of the number of types of flowers
bx3 = regression coefficient
X3 = average X3 (variable number of interest types)
Y = average Y (income variable)

RESULTS AND DISCUSSION

The result of the characteristics of respondents in the study was that male traders had a larger number compared to the number of female traders, namely as many as 20 traders with a percentage of 54.1%. The vendors of cut flower stalls who have the aged 35-39 are the most numerous, namely 11 traders with a percentage of 29.7%.

The last education or high school graduation has the greatest number of 31 traders with a percentage of 83.8%. Traders who have been trading for 15-19 years are 12 traders with a percentage of 32.4%.

The results of the test prove the influence of sales volume, selling price, and the number of types of interest and this study provides evidence that sales volume and selling price can affect the trader's income and the number of types of interest does not influence on the trader's income. The effect of 97.4% of income is the three variables, namely sales volume, selling price and the number of types of interest.

The results of multiple regression analysis have a variable regression coefficient value of sales volume of 7,105,565 or meaningfully have a positive influence if sales volume increases, the income of kiosks merchants will also increase. The results of the t-test study showed that the sales volume variable showed a t_{count} (16.164) > t_{table} (2.032) and a sig. value of 0.000 < 0.05 which means that part there is a significant influence between the seller's volume on the stall merchant's income.

The sales volume factor is a factor that affects the merchant's income because the more interest sales volume, the greater the income will be. Much or little sales volume in this study is influenced by religious days, the freshness of flowers, the presence of regular customers and promotion through social media. The volume of interest sold can also be influenced by promotions carried out on social media, as well as the presence of regular customers. The freshness of flowers can also affect the sale of cut flowers because if the flowers sold look not fresh, buyers are less interested in buying them. This finding is in line with Daryono (2011: 187), that sales volume is a measure that shows the number or magnitude of the number of goods or services sold. Sales volume is one of the important things that must be evaluated for possible traders so as not to incur losses. This research is in line with research conducted by Sumantri (2017), the results of this study are a significant influence of sales volume on revenue.

The results of the multiple regression analysis have a selling price coefficient value of 1,341,385 meaning that it has a positive influence if the average selling price increases, the income of stall traders will also increase. The results of the t-test study had a t_{count} (5.806) > t_{table} (2.032) and a sig. value of 0.000 < 0.05 which means that there is a partial influence between the selling price and the income of stall traders. The selling price factor is a factor that affects the trader's income because the higher the selling price, the demand for interest will decrease and will affect his income, but under certain conditions the income will be greater because consumers will still buy interest even though the interest price is high. The selling price in this study was influenced by conditions on big days and the presence or absence of flower stocks in the store. The selling price increases or decreases depending on certain conditions, for example on Valentine's Day, the demand for roses is very much, and because of these conditions, the price of the rose can increase even up to 100 percent of the normal price, even though the price of the flower increases people will still buy it. Then, the availability of flower stock in the store, if the demand for interest is high but the availability of interest is small, will cause the selling price of interest to increase. If the demand for interest is small but the availability of interest is large, it will cause the selling price of interest to fall. If the flower stock is not there but there is a demand for the flower, then the seller will buy at another store and it can make the price sold increase because the interest purchased by the seller is not from the supplier, but from another store that sells flowers at the selling price of the store.

This finding is in line with Tjiptono (2005:151), that the selling price is a monetary unit or other units (including other goods and services) that are exchanged to obtain the right to ownership or use of a good or service that will affect the trader's income. The assumption of the classical economic theory states that every company always chooses the highest selling price. The selling price is closely related to income because the selling price set by the company for the products sold will provide income or profit to the company, the selling price has an important role in the company and determines the high or low income of a company (Rivandi and Jannah, 2018). This research is in line with Crisdandi (2015), the result of this study is that there is a significant positive influence on selling income prices.

The effect of the number of types of interest on the income of traders shows that the results of multiple regression analysis have a coefficient value of the number of types of interest of -2,428,398,684 which that they have a negative influence. The results of the t-test study had a $-t_{count}$ (-2.868) > $-t_{table}$ (-2.032) and a sig value of 0.007 < 0.05 which means that there is no partial influence between the number of types of interest on the income of stall traders. The factor of the number of types of interest does not influence on the income of stall merchants because the small or large number of types of interest sold does not have much influence on the merchant's income when compared to sales volume and selling price. It can be seen from the research data that there are sellers who only sell 11 types of flowers and there are those who sell 13 types of flowers but for greater income traders who sell 11 types of flowers.

The result of the analysis of the elasticity of the number of types of flowers amounted to 0.226. It is known that the elasticity value is smaller than 1, so the elasticity of the number of types of flowers is inelastic, which means that the number of types of flowers does not respond to the income of cut flower stall traders. If there is an increase in the number of types of interest, the change in the amount of income received is smaller than the percentage of changes in the increase in the number of types of interest. Another point of this is that the addition or reduction of the number of types of interest will not necessarily cause a change in the amount of income of the cut flower stall merchant received.

CONCLUSIONS AND SUGGESTIONS

This research on the influence of sales volume, selling price, and some types of flowers on the income of cut flower stall traders in the Rawa Belong flower market, West Jakarta, resulted in the conclusion that the characteristics of traders in the Rawa Belong flower market based on gender are dominated by men, based on age dominated by 35-39 years old, based on the last education dominated by high school, and based on the length of trading dominated by traders who have traded during the 15-19 years. The amount of flower sales volume in the Rawa Belong flower market ranges from 5,820 - 37,010 bunches per year, the average selling price of cut flowers ranges from Rp. 17,185 – Rp. 46,858 per bunch, the number of types of cut flowers sold ranges from 3 - 22 types of cut flowers, and the income of flower traders ranges from Rp. 13,225,000 – Rp. 205,750,000 per year. The sales volume and selling price have a partial effect on the income of the cut flower stall merchant, and the number of types of flowers partially has no real effect on the income of the cut flower stall merchant in the Belong Swamp Flower Market. Simultaneously, sales volume, selling price, and

several types of flowers have a significant effect on cut interest income at Rawa Belong Flower Market, West Jakarta.

Based on the research that has been done, the author provides advice related to research, including Merchants can increase promotions even more like social media so that consumers not only come from people who come directly to the market but also consumers who can order online be able to increase sales volume and control so that cut flowers are maintained.

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