

The Effect of Selling Prices on the Income of Vegetable Traders in Nipah Panjang District

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Abstract:

This study aims to examine 2 (two) variables using path analysis. The purpose of this study is to reveal the effect of selling price on the income of vegetable traders. In this study, the researcher uses quantitative research because the researcher views human behavior as predictable and social reality; objective and measurable. Therefore, the use of quantitative research with valid and reliable instruments and appropriate and appropriate statistical analysis causes the results of the research achieved not to deviate from the actual conditions. The data of this study was obtained from primary data in the form of questionnaires distributed to the population and samples. The population and sample in this study the author used sample size of 130 respondents. The sampling technique used was Accidental sampling. Based on the results of the hypothesis test, the significance value is known to be Sig value $0.000 < 0.05$, t count value $> t$ table ($6.947 > 1.656$). Thus, it can be concluded that the selling price variable has a positive and significant effect on income. Based on the results of the Determination Coefficient test, it can be concluded that the magnitude of the influence of the Selling Price Variable on income is 27.40%, while the remaining 72.60% is influenced by other factors.

Keywords:

Selling Price, Income, and Vegetable Traders.



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INTRODUCTION

The community always carries out activities that meet their daily needs. Therefore, a person always strives to meet all sorts of never-ending needs of his life. Human needs are divided into three types, namely: primary needs, secondary needs, and tertiary needs. Basically, the trader's income level is calculated through the selling price and capital incurred by each business owner. Every merchant must be precise in setting the price of their merchandise to entice consumers, as prices can change depending on the type of product material they are selling (Andre, 2019).

Humans make a living by buying and selling, and in ancient times humans got goods through barter, in the form of valuable goods they owned. If the two exchange partners disagree on the exchange rate, the exchange system will become slow and will have problems in the future. The existence of the problem of imi finally encourages people to innovate to create commodity money (Faiqotul dkk., 2024). As the times develop, many people know about traditional markets. In meeting their living needs, people always go to traditional markets to carry out daily activities to meet their

food needs. Traditional markets provide almost all the necessities of life for the people, including vegetables, fruits, spices, and other household supplies.

Price is the value of goods or services in rupiah units of measurement or units of money. In addition, price is one of the most important elements of the most strategic marketing mix to increase sales volume, especially in the era of competition between companies that produce similar products. Price also has an important role in marketing or buying a product, in the pricing mechanism should be done in accordance with the company's goals. Pricing is done by the distributor company based on many reviews. Price is the sum of the total value provided by a customer to profit from having, using a product (Yunsepa dkk., 2020).

The selling price is the sum of the cost of goods sold, administrative costs, and selling costs, as well as the desired profit. The selling price is also the value listed in the price list, the retail price, and the price is the final value or profit that will be received by the company or the producing party as revenue or net price. The sale price is money paid by the buyer and voluntarily accepted by the seller. The purpose of selling prices is to optimize profits, image, and volume while reducing risks such as unfair competition.

Based on some of the definitions above, it can be concluded that price is the total value of a good or service provided in the form of money. In addition, price is a value given to "Something". In setting prices, it should be done in accordance with the company's and marketing goals. Pricing is done with many considerations. If they refuse, usually the price will be changed or if it is deemed necessary for the product to be marketed, it will be withdrawn.

Research that explains that an increase in selling prices will affect the income of vegetable traders, however, there is also research that explains that increasing selling prices will actually reduce people's purchasing power. In a business, revenue is the total money earned or obtained by the company from an activity, almost all of it from the sale of products or services to consumers. For investors, income is not as important as the profit which is the amount of money received after deducting expenses. Income is considered the result of the use of household and firm factors of production, such as salaries or wages, rent, interest, and profits. Many goods consumed will be affected by income, in other words, if income increases, goods consumed will also increase. It is possible that income is defined as the amount of money an individual or group receives that impacts their ability to meet their living needs (Nidaan & Muhammad, 2019).

In East Tanjung Jabung Regency itself, the market is one of the government's concerns, this is because the market is a powerful driver of the economy. The government feels the need to regulate in such a way that economic activities that take place in the market run in an orderly and effective manner. Income is very influential for the sustainability of a business, the more income obtained, the greater the ability of a business to finance all expenses and activities that will be carried out (Prihatminingtyas, 2019).

The market is a meeting place between sellers and buyers and is a driving force for economic activity. The informal sector is a simple business unit. Even with relatively small capital, people who

work in the informal sector are able to meet their living needs (Fadlan & Zainal, 2017). Markets have become an important part of people's daily lives and are considered by society as a place for social interaction and a place where sellers and buyers meet. A market is defined by economists as a collection of buyers and sellers who transact on a particular product or group of products (Ummah & Almalachim, 2019).

In accordance with its development, the market is known as the traditional market and the modern market. Traditional markets usually accommodate many sellers, are carried out with management without modern technological devices and they are more middle-to-lower and scattered traders, both in villages, small towns and large cities with an average operating period from dawn to noon or evening. While the modern market is a market that uses modern technology, its consumers and traders from the middle to upper class, the prices offered are fixed and the service system itself.

Based on the description that has been explained above, the researcher is interested in conducting research entitled. "The Effect of Selling Price on the Income of Vegetable Traders in Nipah Panjang District". So, from the background of the problem above, the formulation of the problem to be studied in this study is: 1. Does the selling price affect the income of vegetable traders in Nipah Panjang District? 2. How much does the selling price affect the income of vegetable traders in Nipah Panjang District?

METHOD

The research method is a way or way of regulating the examination of something correctly. In conducting a research, methods have a very important function to determine, formulate, analyze and solve the problem being studied. While the research approach is all the processes required in planning and implementation. Research is essentially an attempt to find the truth or more justify the truth. Quantitative research is a process of finding knowledge that uses numerical data as a tool to analyze data. It can be concluded that quantitative research is a research approach that uses data in the form of numbers and exact science to answer research hypotheses (Waruwu, 2023).

In this study, the researcher uses quantitative research because the researcher views human behavior as predictable and social reality; objective and measurable. Therefore, the use of quantitative research with valid and reliable instruments and appropriate and appropriate statistical analysis causes the results of the research achieved not to deviate from the actual conditions. This is supported by problem selection, identification of restriction problems and accurate formulation of problems, and accompanied by the determination of the correct population and sample (Muri, 2017).

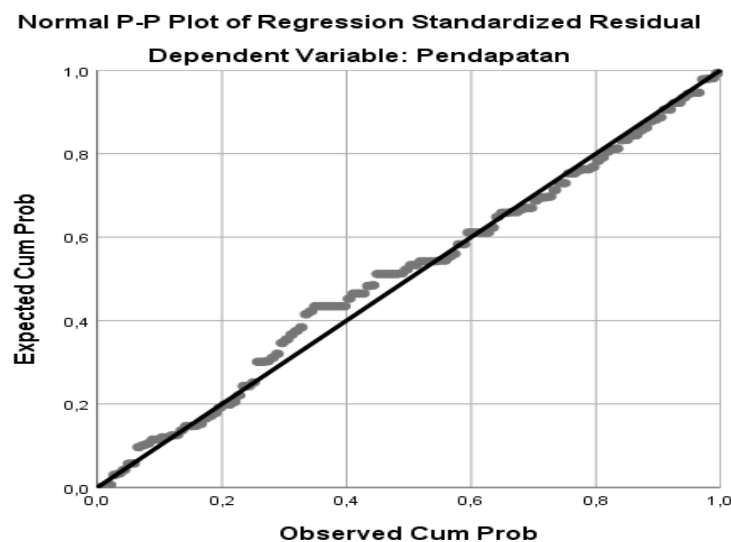
RESULTS AND DISCUSSION

Result

1. Normality Test Results

The Normality Test is in charge of determining the distribution of data in the variables to be used in the research and should be done before the data is processed to test more accurately, then analysis tools and SPSS are needed. The normality test can be performed using the Kolmogorov-Smirnov test. Where the data can be said to be normally distributed if the Asymp. Sign(2-tailed) > 0.05 then the data is normally distributed, if the value is Asymp. Sign(2-tailed) < 0.05 then the data is distributed abnormally (Widana & Muliani, 2020).

Figure 2.1 Normality Test Results



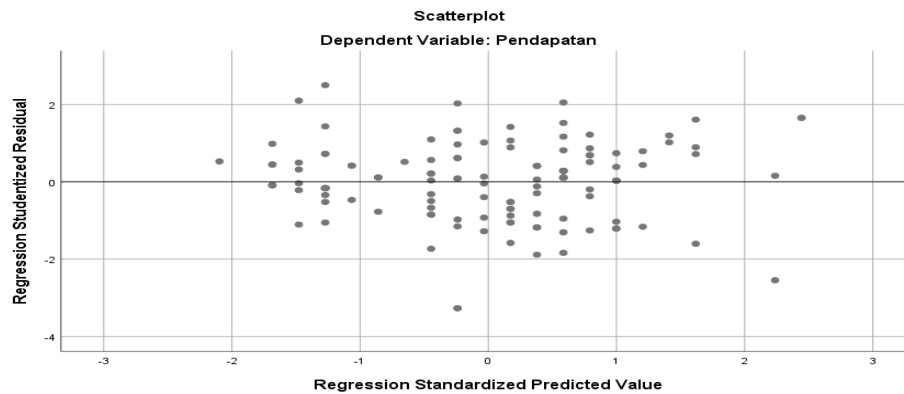
Source: Primary data in 2025

The Kolmogorov Smirnov normality test is part of the classical assumption test. The normality test aims to find out whether the residual value is normally distributed or not. Based on the results of the normality test, it can be seen in the image that the data shows a linear line, so a regression test can be performed.

2. Heteroscedasticity Test Results

The heteroskedasticity test is a classic assumption test that must be fulfilled in regression analysis. The heteroskedasticity test was carried out to find out whether or not there was bias in a regression model analysis.

Figure 2. 2 Heteroscedasticity Test Results



Source: Primary data in 2025

Usually, if there is a bias or deviation in a regression analysis model, the model estimation to be carried out becomes difficult due to inconsistent data variances. The characteristics of the data do not occur symptoms of Heteroscedasticity are as follows:

- Data points scattered above and below or around the number 0
- Data points don't gather just above or below.
- The spread of data points does not form a wavy pattern that widens and then narrows and widens again.
- The spread of data points is not patterned.

Based on the results of the above decision, it can be concluded that the data studied is free from heteroscedastic symptoms.

3. Simple Linear Regression Test Results

Simple linear regression analysis is an approach method for modeling the relationship between one dependent variable and one independent variable. In regression, independent variables describe their dependent variables. In simple regression analysis, the relationship between variables is linear, where changes in variable X will be followed by changes in variable Y on a regular basis. Meanwhile, in nonlinear relationships, the change of the variable X is not followed by the variable Y proportionally (Afifah dkk., 2022).

Table 2.1 Simple Linear Regression Test Results

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------------|------------|-------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 17,145 | 2,952 | | 5,807 | ,000 |
| | Harga Jual | ,718 | ,103 | ,523 | 6,947 | ,000 |

a. Dependent Variable: Pendapatan

Source: Primary data in 2025

The value of sig $0.000 < 0.05$ then, based on the decision making above, it can be concluded that the selling price variable (X) has an effect on income (Y). The value of t is calculated $> t$ table ($6.947 > 1.656$), then, the selling price variable (X) affects the income (Y).

4. Determination Coefficient Test Results (R2)

In this simple linear regression, the amount of contribution for the independent variable together to the bound variable will be seen by looking at the magnitude of the total determinant coefficient (R2). If the total determinant (R2) obtained is close to 1 (one), then it can be said that the stronger the model is to explain the relationship between the free variable and the bound variable. On the other hand, if the total determinant (R2) is closer to 0 (zero), the weaker the influence of the independent variables on the bound variable.

Table 2. 2 Determination Coefficient Test Results (R2)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,523 ^a | ,274 | ,268 | 5,686 |

a. Predictors: (Constant), Harga Jual
b. Dependent Variable: Pendapatan

Source: Primary data in 2025

The R square value of 0.274 means that the selling price affects revenue by 27.40%, while the remaining 72.60% is influenced by other factors.

5. Hypothesis Test Results

Hypothesis Test. A hypothesis is a statement that is still weak in its level of truth so it still has to be tested using certain techniques. A hypothesis is a statement of the state of the population that will be tested for correctness using data/information collected through a sample.

Table 2. 3 Hypothesis Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 17,145 | 2,952 | | 5,807 | ,000 |
| | Harga Jual | ,718 | ,103 | ,523 | 6,947 | ,000 |

a. Dependent Variable: Pendapatan

Source: Primary data in 2025

The sig value is $0.000 < 0.05$, the t-value is calculated $> t$ table ($6.947 > 1.656$). Based on the two decisions above, it can be concluded that the selling price has a positive and significant effect on income. From the results of the hypothesis test, H0 was rejected and Ha was accepted because the t value of the table $> t$ ($6.947 > 1.656$). The accepted alternative hypothesis (Ha) is: the selling price (X) contributes to the income of vegetable traders (Y) in Nipah Panjang District.

Discussion

1. Selling prices affect the income of vegetable traders

Based on empirical evidence, the selling price has a significant influence on income. It can be proven by the results of inferential statistical analysis using classical assumptions and normality tests. Therefore, it can be stated that the value of t calculated $> t$ table ($6.947 > 1.656$) means that the coefficient value of the path is significant. This means that the better the selling price applied by vegetable traders, the better the income of vegetable traders in Nipah Panjang District. This means that the selling price in this study can be interpreted as an important variable and affects revenue. In other words, the better the selling price applied by the Vegetable Traders of Nipah Panjang District, the better the income of the Vegetable Traders.

2. The amount of the effect of selling prices on the income of vegetable traders

Furthermore, it is known that the determinant coefficient of R^2 is 0.274 (27.40%). Then it can be decided that H_0 is rejected and H_a is accepted, which means that the selling price has a significant and positive effect on revenue of 27.40% and the remaining 72.60% is influenced by other variables outside of the selling price variable.

The results of the study are in line with the research conducted by Sihite, Sihombing, and Simangunsong (2023) evaluated the influence of selling prices on the income of rice farmers in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency. Using a sample of 78 farmers and a simple regression method, the findings revealed that selling prices had a positive and significant effect on farmers' income. The coefficient of determination (R^2) of 0.527 indicated that approximately 52.7% of income variation could be explained by selling prices, while the remaining 47.3% was influenced by other factors (Sihite et al., 2023). Similarly, Nugraha, Senjayani, and Huriyandah (2022) examined cut flower stall traders at Rawa Belong Flower Market in West Jakarta, focusing on sales volume, selling prices, and the number of flower types as determinants of income. Their regression analysis demonstrated that selling prices, alongside sales volume, had a significant positive effect on traders' income. With a remarkably high coefficient of determination (about 0.974), the study showed that nearly all variations in traders' income could be explained by these combined variables (Nugraha et al., 2022).

In another study, Huninhatu et al., (2023) investigated basic food traders at Madyopuro Market in Malang City, focusing on the effects of capital and selling prices on traders' income. Their results suggested that in addition to capital, selling prices also had a significant effect on income. They emphasized that lower selling prices tended to attract more consumers, as traditional markets are generally perceived as destinations for lower- and middle-income communities (Huninhatu et al., 2023). The authors recommended that traders implement price promotion strategies and gradually increase their business capital to sustain growth. Meanwhile, research by Pakaya, Kalangi, and Tolosang (2024) analyzed the income and profits of vegetable traders at Bersehati Market in Manado City. Although the study did not explicitly test selling price as an independent variable, the findings implied that fluctuations in selling prices and marketing factors influenced the overall

profitability of vegetable traders (Pakaya, Kalangi, and Tolosang, 2024).

A more recent contribution was made by Sokoto and Bello (2024), who assessed the impact of price fluctuations on the profit margins of vegetable sellers in Sokoto Metropolis. Using a quantitative method with a sample of 385 traders, the study highlighted that price fluctuations understood as changes in selling prices over time significantly affected traders' profit margins. This indicates that beyond absolute selling prices, price variability plays a critical role in determining net income among vegetable sellers (Sokoto and Bello, 2024).

Across these studies, a consistent pattern emerges: selling prices generally have a positive and significant effect on traders' or farmers' income. However, when additional variables such as sales volume, business capital, product types, or price fluctuations are considered, the contribution of selling prices varies in magnitude. Other elements, including production costs, product depreciation, distribution expenses, and marketing channels, appear to moderate or strengthen the relationship between selling prices and income.

From the description above, it can be seen how the selling price affects income. Therefore, it can be done well for vegetable traders, the majority of whom are Muslims, need to create harmonious mutual relations, binding regulations and sharia, as well as sanctions that await, because these three things have ethics that make business people not just demand profits. So that income can be achieved optimally in accordance with the set selling price.

CONCLUSION

By looking at the results of the research that has been discussed, we can draw the following conclusions:

1. The positive influence between the selling price variable (X) on the income (Y) of vegetable traders in Nipah Panjang District, can be seen from the value of sig $0.000 < 0.05$, the value of t calculated $> t$ table ($6.947 > 1.656$), it can be concluded that the selling price has a positive and significant effect on income.
2. The effect of the selling price variable (X) on the income (Y) of vegetable traders in Nipah Panjang District was 27.40%, because the value of R square (R²) 0.274 meant that the selling price affected income by 27.40%, while the remaining 72.60% was influenced by other factors.

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