

The Effect of Business Competition on Sales Volume at Vegetable Traders in the Pasar Minggu, Pandan Jaya Village

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Abstract:

One of the places where business activities take place is the market. The market is a place where buyers and sellers gather and interact through various products or certain types of products. Competition provides benefits for entrepreneurs and consumers. Because with competition, entrepreneurs will try to continue to improve the quality of the products or services they offer. This encourages them to continue to innovate and strive to provide the best products or services to consumers. This study aims to determine whether there is a significant impact of the influence of business competition on sales volume at vegetable traders in the weekly market, Pandan Jaya sub-district. This research method uses a descriptive quantitative type, namely research that emphasizes its analysis on numerical data (numbers) which are processed with a statistical model using a simple linear regression equation $Y = a + bX$. The number of samples in this study was 35 respondents, namely vegetable traders in the weekly market, Pandan Jaya sub-district. The results of this study state that business competition has a significant effect on sales volume at vegetable traders. We can see this from $T_{count} = 2,350$ and $T_{table} = 1,995$ with a significant value of $0.0108 < 0.05$, which means that H_0 is rejected and H_a is accepted, which means that business competition in Pandan Jaya sub-district has a positive and significant effect on sales volume at vegetable traders.

Keywords:

Influence, Competition, Volume, Market, Traders.



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INTRODUCTION

Technological and scientific advances also take part in encouraging entrepreneurial practice practices which will later give rise to various inventions of product and service types for consumers (Ambarita & Butar Butar, 2024). Indonesia has around 58 million micro, small, and medium business units (MSMEs), which account for 99.90% of all business units across the country. These are businesses owned and run by farmers, fishermen, women in remote areas, vegetable traders in traditional markets, and so on (Kamaludin, 2020). Business activities affect all aspects of human life, whether individually, socially, regionally, nationally, or internationally. Every day, millions of individuals are involved in business activities, both as producers, intermediaries, and consumers (Norvadewi, 2015).

Business is an activity that is carried out consistently and continuously with the aim of

achieving targets and getting profits (Harmaizar, 2008). Competition in the business sphere refers to the effort to obtain profits within the market framework, where the end result will be enjoyed by consumers, such as in the form of affordable prices, variety of products, services, availability, options, and other factors (Lubis, 2017). One of the places where business activities take place is the market. The market has become an inherent part of people's lives. Some people even depend on the market for their daily work (Jariyah et al., 2021). Therefore, the existence of the market is very vital for the community and for the economy. The market is the foundation for farmers, breeders, or other producers as suppliers. In daily activities, the market can be interpreted as a meeting place for sellers and buyers. In the market, buyers and sellers negotiate with each other to determine the prices of various kinds of goods (Yenni samri juliati nasution, 2018).

Based on the transaction method, the market can be divided into two types: the traditional market and the modern market. Traditional markets generally facilitate direct bargaining between buyers and sellers, with the goods sold generally being a staple. In the modern market, transactions are carried out at a fixed price and supported by various additional services, such as those in malls or supermarkets. In a city, the market can initially be started by a group of traders who sell their merchandise in groups in strategic locations, and from there the market develops (Arianty, 2013). One of the traditional markets located in Pandan Jaya village, Geragai District, East Tanjung Jabung Regency is Pasar Minggu. A market that has many traders who sell various types of daily necessities. There are approximately 150 traders who carry out their business at the Sunday Market in Pandan Jaya village and among them there are around 35 vegetable traders who sell at the location of the Sunday market. Competition provides benefits for entrepreneurs and consumers. Because with competition, entrepreneurs will try to continue to improve the quality of the products or services they offer. This encourages them to continue to innovate and strive hard in providing the best products or services to consumers (Susanto et al., 2019). Business competition that has ups and downs in the Sunday market to Pandan Jaya village is a form of business competition experienced by traders, sales volume is a part that directly affects traders' profits. The level of sales volume that always affects the quality sold, the sales volume is always related to price, cost, and cost must be set in such a way.

According to Rangkuti in Mustafidah Mahardhika, sales volume is an achievement that is stated quantitatively in terms of physical or volume or unit of a product. Meanwhile, the definition of sales according to Swastha Mustafidah Mahardhika is an in-depth study in net sales from the company's profit and loss statement (operational statement). From some of these opinions, it can be concluded that sales volume is the amount of revenue obtained from the volume or number of products sold by looking at a company's profit and loss statement (Mahardhika, 2021). The success of an entrepreneur can be achieved through innovation, both by introducing new ideas and by presenting existing ideas with a new approach (Dikdik Harjadi, 2015). This competition can include price reductions, promotions through advertising, variations in packaging and quality, and design approaches and market segmentation.

Today, many consumers are looking for products that are not only affordable but also of high quality. Quality is a key aspect in product development, which determines the acceptance of products by customers according to their needs and preferences (Ningrum et al., 2024). Product quality is an

important aspect for companies, because quality is a key policy in increasing product competitiveness. This aims to provide satisfaction to consumers that exceeds or at least is comparable to the quality of products from competitors (Santoso, 2019). Furthermore, the implementation of effective promotions can influence consumers' decisions to buy, consume, or use products, which will ultimately have a positive impact on increasing the company's sales (Martowinangun et al., 2019). The Pandan Jaya Village Sunday Market was chosen as the research site because of problems encountered in the researchers' observations. to the traders and initial observation to buyers in the market. In the observation, it was found that there are several vegetable sellers who are getting quieter and quieter with buyers. This is due to the business competition between local traders and immigrant traders, which is also supported by the large number of traders in the Pandan Jaya Village Sunday Market who have the same type of vegetable trade, thus giving rise to fierce competition that occurs in the market.

On the one hand, there are traders who are often found by committing fraud in their trading activities. The researcher conducted initial observations with several buyers, as a result of this observation, some admitted that they had felt cheated by fraudulent traders carried out by traders, namely scales that were set so that the weight was right even though it did not fit, hiding the defects of the merchandise, the incompatibility of the goods traded with the trader's words (Hastriana, 2021). Actually, the activities carried out by traders are not far from profit and loss. Some get high sales profits and some get low profits in addition to getting low profits, traders also often get protests from consumers. Many of the traders do many ways to earn a lot of profit even if it is done in a bad way. Actually, the purpose of the business is not only to make a lot of profits, but also to get a reciprocal relationship between traders and buyers (Is Susanto, Maya Meilia, 2019).

It is preferable; in carrying out business practices or trading, it is necessary to know good ethics and competitiveness strengtheners. This will certainly help the business practice process that is carried out. So that traders or business actors can make their business more advanced with a high level of sales volume. In a traditional market environment such as Pasar Minggu in Pandan Jaya Village, competition between vegetable traders is very high because many business actors sell similar products at competitive prices. This condition poses challenges for traders in maintaining their sales volume. Unbalanced competition, less innovative trading strategies, and limited competitiveness can lead to decreased revenue and losses. Under these conditions, not all traders are able to survive or obtain a stable sales volume. The business competition that occurs not only has an impact on income accumulation, but also has the potential to cause economic inequality among traders, especially for those who have small capital, less strategic stall locations, and limited access to market information or strategies.

METHOD

The method used in this study is a quantitative method, the population in this study is vegetable traders in the Sunday market of Pandan Jaya Village, with a sample of 35 traders. In addition, some traders feel pressured to drastically lower prices in order to keep getting buyers, even though this has an impact on a decrease in profit margins. The analysis technique in this study uses simple linear regression analysis (Rashid, 2022). 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. Validity Test

Based on the results of the validity test of 12 statements in the variable influence of business competition (X), it is known that 10 statements are declared valid because the calculation value is greater than the table (0.3338). The valid statement items are X1 (0.6444), X2 (0.6693), X3 (0.5088), X4 (0.4441), X5 (0.5009), X7 (0.5877), X8 (0.4863), X9 (0.5709), X10 (0.6701), and X11 (0.4987). Meanwhile, two statement items, namely X6 (0.2351) and X12 (0.2298), have a calculation value smaller than the rtable, so they are declared invalid. Therefore, out of a total of 12 statements, as many as 10 items can be used in further analysis, while the other 2 items need to be reviewed or eliminated from the research instrument.

Furthermore, from the results of the validity analysis of the 12 statements on the sales volume variable (Y), it was found that 11 statements were declared valid because *the calculation value exceeded the rtable (0.3338). Valid items include Y1 (0.565), Y2 (0.7008), Y3 (0.5941), Y4 (0.5975), Y5 (0.3556), Y6 (0.5941), Y7 (0.6879), Y8 (0.7071), Y9 (0.4395), Y10 (0.5159), and Y11 (0.5716). Meanwhile, only one item, namely Y12 with a calculation of 0.2344, has a value below the table so it is declared invalid. Thus, out of a total of 12 instrument statements, as many as 11 items can be used in further analysis, while one item needs to be revised or deleted.*

2. Reliability Test

In terms of **reliability**, Cronbach's alpha value for variable X was **0.744** and for variable Y was **0.777**, both exceeding the reference threshold of **0.70** and were included in the category of *acceptable to good* according to general interpretation norms ($0.7 \leq \alpha < 0.9$). Indicates that the questionnaire instrument has a good internal consistency and is not too high, indicating the redundancy of the item. In summary, the research instruments for variables X and Y have qualified for validity and reliability, and can be used in subsequent analyses with an adequate level of reliability.

3. Normality Test

The normality test is used to test whether the regression of free variables and distributed bound variables is normal or not (Binus University, 2025). From the normality test on variable I (n = 35), the statistical value **D = 0.104** was obtained, while the critical value (KS-table) was **0.224**. Since

D is smaller than KStable, failing to **reject the null hypothesis** means that the data does not differ significantly from the normal distribution. Thus, it can be concluded that **the data is distributed normally**. The sample average was **78.97** with a standard deviation of **6.644**, which also shows a fairly reasonable variation in the data in the context of normality assumptions.

4. Homogeneity Test

From the *Ftest TwoSample for Variances* with a sample of $n_1 = n_2 = 35$, it is known that the variance of **Variable 1 = 22.181** and **Variable 2 = 23.605**. The statistical value obtained is **F = 0.9397**, while the critical value of **F_{table (onetail)}** at $\alpha = 0.05$ and the degree of freedom $df_1 = df_2 = 34$ is **0.5643**. Since F_{hitung} (0.9397) is greater than F_{table} (0.5643) and the one-sided p-value of **0.4286** is much greater than α (0.05), it **fails to reject the null hypothesis** that the two population variances are the same. Thus, it can be concluded that the variance of the two samples is not significantly different and **the assumption of homogeneity of variance is met** meaning that the data are considered homogeneous and qualified for subsequent statistical analyses that require uniform variance.

5. Simple Linear Regression Test

This study uses simple linear regression analysis to predict how much positive influence the X and Y variables are (A. Muri Yusuf, 2017). Based on the results of simple linear regression, the equation is obtained:

$$Y=42.3+(-0.04) X$$

The coefficient b is called the regression coefficient and expresses the change in the average of the variable Y for each change in the X variable by one unit. This change can be in the form of an increase if b is positive and a decrease if it is negative. So that from the equation it can be interpreted:

The constant of 42.3 states that if the business competition variable (X) is constant, then the sales volume variable (Y) is -0.04. The increase in the percentage of competition between vegetable traders in the Sunday market also affects sales volume. The regression coefficient of the business competition variable (X) of 42.3 states that every 1% increase in sales volume (X), the sales volume variable (Y) will increase by -0.04. A negative value coefficient means that if the coefficient is negative, then the increase in the independent variable (X) is associated with a decrease in the dependent variable (Y). So between the independent variable (X) and the dependent variable (Y), when business competition increases, the sales volume will tend to decrease.

6. T Test

Table 8. T Test Results

	<i>Persaingan usaha (x)</i>	<i>Volume penjualan(Y)</i>
Mean	38,371	40,571
Variance	22,18	23,95
Observations	35	35
Pooled Variance	23,06722689	
Hypothesized Mean Difference	0	
Df	68	Derajat kebebasan
t Stat	-2,350844222	Nilai T hitung
P(T<=t) one-tail	0,010818775	Nilai P Value
t Critical one-tail	1,667572281	Nilai T table
P(T<=t) two-tail	0,021637549	Nilai P Value
t Critical two-tail	1,995468931	Nilai T table

Sumber:Hasil Olahan Data 2024

It is known that $t_{cal} = -2.350$ and $t_{table} = 1.995$ with a significant value of 0.05. Based on this value, the $t_{calculate} > t_{table}$ ($-2350 > 1.995$), then the independent variable or business competition (X) affects the bound variable or sales volume (Y). And based on the significance value of Excel output results with a significant value of $0.01081 < 0.05$, the independent variable or business competition (X) has a significant effect on the bound variable or sales volume (Y). It can be concluded that H_0 was rejected and H_a was accepted, which means that business competition in the weekly market has a positive and significant effect on sales volume.

Discussion

1. Business Competition Has a Significant Effect on the Volume of Vegetable Sales at the Sunday Market in Pandan Jaya Village

This study aims to determine the influence of business competition on sales volume at vegetable traders in the Sunday market of Pandan Jaya Village. So the discussion in this study is: based on the results of the simple linear regression coefficient with significant value, it can be concluded that $b =$ the number of regression coefficients of the value of the constant of 42.3 states that if the business competition variable (X) is constant, then the sales volume variable (Y) is -0.04. The increase in the percentage of competition between vegetable traders in the Sunday market also affects sales volume. The regression coefficient of the business competition variable (X) of 42.3 states that every 1% increase in sales volume (X), the sales volume variable (Y) will increase by -0.04. A negative value coefficient means that if the coefficient is negative, then the increase in the independent variable (X) is associated with a decrease in the dependent variable (Y). So between the independent variable (X) and the dependent variable (Y), when business competition increases, the sales volume will tend to decrease.

From the results of the t-test in the table above, it can be seen that the t-test can be known, that $t_{calculates} = 2.350$ and $t_{table} =$ with a significant value of 0.05. Based on this value, $t_{calculates} > t_{table}$ ($2,350 > 1,995$), then the independent variable or business competition (X) affects the bound variable or sales volume (Y). And based on the significance value of Excel output results

with a significant value of $0.01081 < 0.05$, the independent variable or business competition (X) has a significant effect on the bound variable or sales volume (Y). Based on this explanation, it can be concluded that H_0 was rejected and H_a was accepted, which means that there is an influence of business competition on the sales volume of vegetable traders in the Sunday market.

From the results of the answers of 35 respondents that have been carried out about the influence of business competition, it can be seen from the indicator contained in the price (X), which is as many as 12 statement items, it can be seen that all respondents' answers are in the good category. While the results of the respondent's answers to the purchase decision (Y) were as many as 12 statement items, it can be seen that all respondents' answers were included in the good category. This research is also in line with Siahaan's research, "Price, Place and Product Competition on the Sales of Vegetable Traders in the Morning (Gelugur Rantauprapat Market)", The results of this study which uses linear regression state that the variables of price, place, and product competition together and partially have a positive and significant effect on the sale of vegetables in the morning. The value of $R^2 = 0.821$ indicates that 82.1 % of the variation in sales can be explained by the intensity of competition in these three aspects. Although the effect is positive, in contrast to my research which shows negative effects, this study reinforces the finding that the intensity of competition in various forms strongly determines sales performance (Siahaan et al., 2023).

Furthermore, in Mantasia's research, "Competition Strategies of Vegetable Traders in the Sungguminasa Central Market, the results of this thesis emphasize that vegetable traders retain customers through marketing, interaction, and service differentiation strategies, in response to very intense competition. Although it does not statistically analyze sales volumes, this study reflects that traditional forms of market structure demand adaptation of tactics to survive and maintain turnover (Mantasia, 2020).

From the point of view of microeconomic theory, the traditional vegetable market structurally reflects the characteristics of a perfectly competitive market: it consists of many traders and buyers, goods sold homogeneously, without barriers to entering or exiting the market, and traders are price takers so that they are unable to determine market prices independently (Hardianto, 2020). In a market like this, competition is fierce because traders only compete based on price, not product differentiation. The concept of demand price elasticity (E_d) is also very relevant in explaining your empirical findings. Elasticity measures the response of volume to price changes; if $E_d > 1$, consumers are very sensitive to price changes. Food products in traditional markets show a high level of demand elasticity, meaning that even the slightest change in price can significantly change purchasing behavior (Sitompul et al., 2025). A survey in traditional markets also found that around 70% of consumers stated that prices strongly influence purchasing decisions, indicating a strong level of sensitivity to price fluctuations between merchants (Sinaga et al., 2024).

Service quality is a comparison between the service expected by consumers and the services they receive directly. In other words, if the service received or perceived is in accordance with what is expected by the user, the quality of the service can be perceived well and satisfied by the user. If the services and services received can exceed the expectations of users, the quality of service can be perceived as ideal quality (Stefhani, 2019).

Based on the results of the study which shows that business competition has a significant effect on the sales volume of vegetable traders in the Pasar Minggu Kelurahan Pandan Jaya Village, it is necessary to formulate a strategic and applicable solution so that traders are able to adapt to competitive market conditions and still maintain their sales volume. One solution that can be applied is to differentiate products, where traders do not only sell vegetables as usual, but start packaging them in the form of ready-to-cook vegetable packages, offer organic vegetables, or provide additional services such as attractive cleaning and packaging (Lestari, 2024).

This differentiation aims to create added value and attract the attention of consumers so that they are not only focused on price, but also on comfort and quality of service. In addition, improving service quality is also very necessary, such as maintaining the cleanliness of stalls, providing friendly and fast service, and offering delivery services for customers around the market. Good service will create consumer loyalty which can ultimately maintain the stability of sales volume (Nurhikmawati, 2019).

On the other hand, traders are also advised to form joint business groups or market traders' cooperatives in order to be able to set up joint strategies, especially in terms of price control, supply schedules, and joint promotions. With this kind of coordination, competitions that were previously individual can be transformed into mutually beneficial collective cooperation. In today's digital era, traders should also start utilizing social media and local digital platforms to expand market reach, such as promoting merchandise through local WhatsApp groups, Instagram, or joining community-based daily necessities shopping applications (Sartika, 2023).

This strategy will help merchants reach new customers who may not otherwise come to the market directly, thus significantly increasing sales volume. Then, from the side of market managers or local governments, it is very important to arrange trade zoning, so that traders who sell similar products are not placed side by side in the same location, which has the potential to increase the level of competition directly. Such arrangements can also help spread the flow of visitors throughout the market area and create more even transaction opportunities (Priyono, 2016).

2. The Value of the Influence of Business Competition on Sales Volume at Vegetable Traders in Pasar Minggu, Pandan Jaya Village.

Based on the results of the analysis that has been carried out, it is known that business competition has an influence on the sales volume of vegetable traders in the Sunday Market of Pandan Jaya Village. This can be seen from the value of the coefficient of 23.5%, changes or variations in sales volume can be explained by business competition variables. Furthermore, in the t test, the t-calculation value was obtained of 2.350, and t table = with a significant value of 0.05. Based on this value, t calculates $>$ t table ($2,350 > 1,995$), then the independent variable or business competition (X) affects the bound variable or sales volume (Y). And based on the significance value of Excel output results with a significant value of $0.01081 < 0.05$, the independent variable or business competition (X) has a significant effect on the bound variable or sales volume (Y). Based on this explanation, it can be concluded that H_0 was rejected and H_a was accepted, which means that there is an influence of business competition on the sales volume of vegetable traders in the Sunday

market.

These findings show that although a high level of competition can suppress sales volume, it can also be an impetus for merchants to improve service quality, operational efficiency, and innovation in selling. Therefore, it is important for merchants to have the right strategy in the face of competition, such as maintaining product quality, offering competitive prices, providing friendly service, and building good relationships with customers. On the other hand, market managers and local governments are also expected to play an active role in creating a healthy business climate, for example through the arrangement of merchant zoning, entrepreneurship training, and the provision of adequate supporting facilities, so that the negative impact of competition can be minimized and the growth of micro businesses is maintained in a sustainable manner (Puwakarta, 2019).

CONCLUSION

1. Business competition has a significant influence on the sales volume of vegetable traders in the Sunday market. This has been proven by the Hypothesis Test (T-Test) that has been carried out by researchers.
2. The value of the influence of business competition on sales volume at vegetable traders in the Sunday market of Pandan Jaya Village is 23.5%. This can be seen from table 4.9 about the results of the Hypothesis Test (T-Test) above, it can be seen, that $t_{\text{calculates}} = 2.350$ and $t_{\text{table}} =$ with a significant value of 0.05. Based on this value, $t_{\text{calculates}} > t_{\text{table}}$ ($2,350 > 1,995$), then the independent variable or business competition (X) affects the bound variable or sales volume (Y). And based on the significance value of Excel output results with a significant value of $0.01081 < 0.05$, the independent variable or business competition (X) has a significant effect on the bound variable or sales volume (Y). Based on this explanation, it can be concluded that H_0 was rejected and H_a was accepted, which means that there is an influence of business competition on the sales volume of vegetable traders in the Sunday market
3. Predict sales volume with business competition in the future. Based on the results of the descriptive statistical analysis test in table 4.4, the value of the *Standard Error of the Estimate* (SEE) of 0.84 values serves to test whether the regression model has functioned properly as a predictor or not. For this reason, the SEE value must be compared with the standard deviation value (*Std. Deviation*) in the Descriptive Statistics table, which is 4.91. The SEE value turns out to be smaller than the standard intersection value, so this regression model can be used as a prediction on the income level in the future.

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