



Analysis of the Effect of Selling Price on Sales Volume of Broiler Chickens (Case Study at Majene Central Market)

Asriani¹, Irma Susanti S^{2*}, Agustina², Siti Nuraliah², TD Khaliq², Suhartina², Dahniar³, Andi Werawe Angka³, St Rohani⁴

¹Student from the Animal Husbandry Study Program, Faculty of Animal Husbandry and Fisheries, Universitas Sulawesi Barat, Majene, Indonesia

²Animal Husbandry Study Program, Faculty of Animal Husbandry and Fisheries, Universitas Sulawesi Barat, Majene, Indonesia

³Agribusiness Study Program, Faculty of Agriculture and Forestry, Universitas Sulawesi Barat, Majene, Indonesia

⁴Departemen of Socioeconomics, Faculty of Animal Husbandry, Hasanuddin University, Makassar, Indonesia

Email: irmasusanti@unsulbar.ac.id

Corresponding Author: Irma Susanti S, Universitas Sulawesi Barat, Email: irmasusanti@unsulbar.ac.id

ABSTRAK

The sales volume in broiler chicken marketing carried out by traders in the market can be influenced by many factors. One of the factors that can influence sales volume is the selling price of chickens, therefore this research aims to analyze the influence of selling prices on sales of broiler chickens in the Majene central market. This research was carried out from June to July 2023 at the Majene Central Market, with 10 broiler chicken traders as respondents. The data obtained was processed using simple linear regression analysis. The results of the research show that the selling price has a significant effect on the sales volume of broiler chickens in Majene's central market with an influence of 60.2% and 39.8% is influenced by other factors, with the explanation that if the selling price of broiler chickens rises by one thousand rupiah, then the sales volume will decrease as many as Six individuals. The novelty in this research is that there has been no similar research carried out in the Majene central market, so the results of this research can be a reference for traders in determining prices to maximize profits obtained. This study still uses fewer variables, and also a minimal sample, it is hoped that the next research will add more variables and samples so that the research findings can be more accurate.

Keywords: Broiler chickens, Selling price, Sales volume

INTRODUCTION

Marketing includes all systems related to business in designing, evaluating, promoting and distributing goods or services that meet the needs of actual and potential buyers (Kotler and Kevin, 2016). It was further stated that today's traders are not only required to provide the best to their consumers without having to ignore the main goals and objectives of the business to gain profit, but traders must also pay attention and be sensitive to developments that occur around them, especially to external or internal factors that can affect business. The role of marketing in a business is very important, including the function of traders which cannot be separated from other functions in carrying out policies and strategies in achieving business goals. The reach of marketing

is very broad, goods and services must go through various stages of activity before they reach the hands of consumers, so that the broad scope of activity is simplified into 4 (four) marketing policies which are commonly referred to as marketing mix, namely product, price, place (distribution) and promotion.

The business of selling broiler chickens is increasingly promising and is a very good business to develop, because broiler chickens have become a favorite food for most people, so this business is experiencing rapid development due to the high demand for broiler chicken meat consumption which is accompanied by the level of broiler chicken consumption which will continue to rise every year, this means that the level of demand for the needs and desires for broiler meat consumption is also getting higher (Hamka, 2014).

Broiler chicken marketing cannot be separated from increases and decreases in sales volume. However, both the decline and increase in sales volume that must be handled, so that everything can run as expected. The decreasing sales volume can be caused by several factors, including ever-changing consumer tastes, prices that continue to rise, and increasingly competitive business competition (Antyadika, 2012). Some efforts to increase sales volume include: selling or displaying products so that consumers can see them; the product is well organized so that it attracts buyers' interest; market analysis, determining potential consumers; holding exhibitions and imposing discounts (Kotler, 2012).

Traders in carrying out broiler marketing businesses need to pay attention to the number of broiler chickens to be marketed, the price or selling value of broiler chickens applied to consumers, determining the selling price of broilers is important for traders to pay attention to provide more product competitiveness. Broiler chicken traders in the Majene Central market need to consider marketing strategies to achieve maximum profits. Traders in marketing broiler chickens set a selling price strategy as an effort to increase sales volume. Selling prices are usually based on past market prices and considering the desired profit. The selling price is set to maintain the stability of the price of broiler chickens on the market.

Based on this, the aim of this research is to examine the influence of selling price on the sales volume of broiler chickens at the Majene Central Market, because there has been no similar research carried out in the Majene central market that the result of this research are expected to become a reference for internal traders determine prices to increase competitiveness and realize the profit obtained.

METHODS

This research was conducted from April to May 2023 at the Majene Central market. The location was determined deliberately with the consideration that the Majene Central market is one of the largest markets and is located in the capital of Majene Regency. The quantitative research approach uses the explanation method because it is research that aims to determine the influence of one variable on other variables. Determining the number of samples in this study used a non-probability sampling technique, namely saturated sampling of 10 broiler chicken traders where all the total population was bred as much as possible until data. Due to the small population, the entire population was sampled in this study. The data collection technique in this research was taken from each data from the marketing of broiler chicken meat at the Majene Central market by observation and interviews with the help of a questionnaire. The data collected is in the form of primary data and secondary data. The data obtained was then analyzed using simple linear regression analysis. The formula used is:

$$Y = \beta_0 + b_1 X_1 + \varepsilon \dots\dots\dots (1)$$

Where :

- Y** : the sales volume,
- β_0** : a constant,
- b_1** : the regression coefficient,
- X_1** : the selling price of chicken,
- ε** : the error term

RESULTS AND DISCUSSION

Majene Central Market is a market managed by the Majene Regency Regional Government and is the largest market and is located in the capital of Majene Regency. Marketing activities for broiler chickens in the market cannot be separated from marketers as correlation between producers and consumers. The results of the research are presented below.

A. Characteristics of Broiler Chicken Traders

Broiler chicken traders in this market have different characteristics, below are the characteristics of traders who are also respondents in this research.

1. Respondent's Age

Age is one of the factors that can influence a person's ability to work and their mindset in acting. The older a person is, the higher the level of maturity of thinking in the process of achieving the goals to be achieved. At productive age, it is very possible for someone to achieve performance because they are still supported by physical strength and energy that supports carrying out activities. The characteristics of respondents based on age of broiler chicken traders at the Majene Central market can be seen in Table 1.

Table 1. Age Classification of Broiler Chicken Traders at Majene Central Market

No	Age (Years)	Number of people)	Percentage (%)
1	21 – 30	3	30
2	31 – 40	4	40
3	41-50	3	30
Amount		20	100

Source: Primary Data After Processing, 2023

Based on Table 1, it is known that the majority of broiler chicken traders are in the 31–40-year age group (40%) with a total of 4 people. The 21–30-year age group (30%) consists of 3 people and the 41–50-year age group consists of 3 people (30%). These data show that broiler chicken traders are at a productive age. The age of traders is in the range of 20 to 40 years, which is considered very productive for the workforce. According to the opinion, under the age of 20 years, the average individual still does not have sufficient skill maturity, whereas at the age of over 40 years, physical abilities begin to decline for individuals (Priyono and Yasin, 2016). In line with research by Sidabalok et al (2015) that the characteristic of traders' broiler chicken in traditional market in the city Jakarta are divided in to 3 age groups, namely young, adults, and old, dominated by the age group over 21 years. This is also in accordance with what Susanti et al, (2020) stated, that support for productive age to manage livestock businesses has the potential for business development.

2. Level of education

Education is a means to develop oneself, because with education we can measure a person's ability to solve problems. Next, the education level of the respondents is described which can be seen in Table 2.

Table 2. Education level of broiler chicken traders at Majene Central Market

No.	Level of education	Amount	Percentage (%)
1.	S1	1	10
2.	Senior High School	6	60
3.	Junior High School	2	20
4.	Elementary School	1	10
Total		10	100

Source: Processed Primary Data (2023)

The educational levels of the respondents in this study varied. It is known that the educational level of the majority of respondents is high school (60%) with a total of 6 people. High school education level was the second highest with 2 people (20%) and bachelor's level education was 1 person (10%) and elementary school was 1 person (10%). Research by Sidabalok et al (2015), broiler traders in the Jakarta City traditional market who have received the most formal education have graduated from junior high school and senior high school, the high proportion of broiler chicken traders' respondents who have low education illustrated that selling boiler chicken does not require high education requirements. Education provides provisions for a person to be able to better understand their role and function in the workplace. In a narrower context, education provides provisions for workers to be able to anticipate problems that arise in their work. The higher a person's educational base, the easier it will be for him to recognize problems in his work (Dehotman, 2016)

3. Respondent's Gender

Gender in general can make a difference in a person's behavior. In a field of work, gender can often be a differentiator in the activities carried out by individuals. The presentation of respondent data based on gender can be seen in Table 3.

Table 3. Gender Characteristics of Broiler Chicken Traders at Majene Central Market

No	Gender	Number of people)	Percentage (%)
1.	Man	8	80
2.	Woman	2	20
	Total	10	100

Source: Primary Data After Processing, 2023

Broiler chicken traders at the Majene Central market consist of women and men. The majority of respondents were men (8 people) with a percentage of 80%, while the remaining 2 people (20%) were women. This gender difference in broiler chicken traders is due to the fact that men's role in meeting the family's living needs is more dominant than women's, as well as in terms of performance, gender can influence a person's performance. This is in accordance with the opinion of Kotur and Anbazhagan (2014) who conducted research on *gender* which found that *gender* has a significant influence on a person's performance.

4. Be in business for a long time

Someone who has a lot of experience will have a better level of ability and skill. The many lessons learned from this experience can be used as a foundation for business. The length of time you have been in business or trading can influence the number of livestock market. The classification of respondents based on length of business at the Majene Central market can be seen in Table 4.

Table 4. Classification of Respondents Based on Length of Business at Majene Central Market

No	Length of Business (Years)	Number of people)	Percentage %
1	1 – 5	4	40
2	6 – 10	2	20
3	11 – 15	1	10
4	16 – 20	3	30
	Amount	10	100

Source: Primary Data After Processing, 2023

From table 4 above, it shows that of the 10 trader respondents who have sold broiler chickens in Majene's central market, the majority are respondents with trading experience of 1 - 5 years, namely 4 people or 40%, meanwhile those with the least experience trading broiler chickens are 11-15 years as much as 1 person or 10% ,

by looking at the respondent's length of trading it can be concluded that the length of time they have traded broiler chickens can influence their sales profits. Research in contrast to research conducted by Sidabalok et al (2015), stated the boiler chicken traders who were respondents in traditional market in Jakarta City were divided it to three categories, namely business experience of less than 3 years, 3-5 years, and more than 5 years.

B. The Effect of Selling Price on Sales Volume

The selling price is the amount paid by the buyer for the goods or services offered by the seller. The selling price for broiler chickens is the price applied by chicken traders based on the prices prevailing at that time. Sales volume is the number of sales of goods or services made by sellers. The average selling price and sales volume of broiler chickens in the Majene Central market can be seen in table 5.

Table 5. Description of Selling Price (X) and Sales Volume of Broiler Chickens (Y)

	N	Min	Max	Mean	Std. Dev
Selling price	10	65000	75000	8001,744	6000130,816
Volume	10	15	35	1158,171	1158,171
Valid N	10				

Source: SPSS data processing results, 2023

Based on Table 5 above, it can be explained that the lowest selling price is Rp. 65,000.00 and the highest selling price is Rp. 70,000.00, while the lowest sales volume was 15 chickens, and the highest was 35 chicken per day.

The results of simple linear regression analysis of the influence of selling price on sales volume can be seen in Table 6.

Table 6. Simple Linear Regression Analysis

Model	Unstandardized Coefficient		Q	Sig.
	B	Std Error		
(Constant)	313,608	22,475	13,953 ,000	
Selling price	-,006	,001	-,11,616 ,000	

a. Dependent Variable: Sales Volume

Source: SPSS data processing results, 2023

Based on Table 6 above, a simple linear regression equation can be obtained, namely:

$$Y = 313.608 - 0.006X$$

The results of the simple linear regression equation show a value of $Y = 313,608$, indicating that without a selling price, the sales volume would be 313 chickens assuming other variables remain constant. Meanwhile, the value -0.006 indicates that if the selling price of broiler chickens increases by 1000, then the sales volume will decrease by 6 chickens.

Next, the t test is used to determine the level of significance between the selling price variables and sales volume as seen in Table 7.

Table 7. T-test Analysis

Model	Unstandardized Coefficient		Q	Sig
	B	Std Error		
(Constant)	313,608	22,475	13,953	,000
Selling price	-,006	,001	-,11,616	,000

a. Dependent Variable: Sales Volume

Source: SPSS Data Processing Results, 2023

Based on Table 7, it can be explained that the selling price has a significant influence on sales volume. If the selling price is increased, it will have a significant effect on sales volume. It can be seen that the significance value is smaller than 0.05 and the direction of the relationship is negative, than it can also be seen that the calculated t value is greater than the t table, namely $13,953 > 1,8125$. Shows that if the price of broiler chickens is increased, sales volume will decrease. This is in accordance with the law of demand that if the price of an item increases, the demand for that item will decrease. In accordance with the opinion of Rudianto (2013) that if the selling price if it is too high, consumers will reduce the amount they purchase or not even buy the product they want to sell. Conversely, if the selling price decreases, the sales volume increases

Furthermore, the results of the coefficient of determination from this research can be seen in Table 8. The coefficient of determination table can be used to find out whether the model used is good for explaining the results of the analysis.

Table 8. Coefficient of Determination

Model	R	R Square	Adjusted R Square
	0,776 ^a	0.602	0.598

Source: SPSS data processing results, 2023

Based on Table 8, it is known that the coefficient of determination value of 0.602 indicates that the model's ability to explain the magnitude of the influence of sales price on broiler chicken sales volume is 60.2%, while the remainder is influenced by other variables not included in this research. The research results show that the selling price has a significant effect on the sales volume of broiler chickens in the Majene Central market. Other variables that can influence sales volume that are not mentioned in this research can be combined with other research in order to reveal the magnitude of these variables. This is in accordance with the opinion of Agusta (2019) that selling price has a negative and significant effect on sales volume. The selling price will be inversely proportional to the increase in sales volume. Supported by the opinion of Miftahul and Ilham (2022) that the higher the price of an item, the lower the consumer's purchasing power, and the lower the price of an item, the higher the consumer's purchasing power.

This research is supported by Susanti et al (2017) that there is a significant influence between selling price and sales volume of broiler chickens in the Tinambung market, Polewali Mandar Regency and the rest is influenced by other factors. This is also in accordance with research by Aikal et al (2023) that the better the marketing strategy, including price, product, promotion and location, can have a good effect or increase sales volume.

CONCLUSION

Based on the results and discussion, it can be concluded that the selling price influences the sales volume of broiler chickens in the Majene Central market with an influence of 60.2% and 39.8% and influenced by other factors, with the explanation that if the selling price of broiler chicken increase by a thousand rupiah the sales volume will increase as many as Six individuals. This study still uses fewer variables, and also a minimal sample, it is hoped that the next research will add more variables and samples so that the research findings can be more accurate.

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