The Effect of Selling Price and Sales Volume on The Income of The Jaya Shop at The PGS Wholesale Center in Surabaya

Fahmi Ashari S Sihaloho[1], Zainal Fanani[2], Etty Widawati[3], Aisyah Darti Megasari[4]
Universitas Negeri Medan[1], Universitas Islam Negeri Sunan Ampel Surabaya[2], Sekolah Tinggi Ilmu Ekonomi Pemuda[3,4]
Email: fahmiashari@unimed.ac.id[1], zainalfanani@gmail.com[2], ettywidawati.stiepemuda@gmail.com[3], aisyahdarti.stiepemuda@gmail.com[4]
Correspondence Author Email: fahmiashari@unimed.ac.id

ABSTRACT

This research aims to describe the effect of selling prices and sales volume on Toko Jaya income both partially and simultaneously. This type of research is quantitative research with associative-casual approach. The used of research population is accountancy report of Toko Jaya in 2018-2019 with the research sample in 24 months. Data collected by observation method, documentation method, internet research, and library research. The data analysis method used multiple linier regression analysis, F test, T test. The results showed that there was a positive and significant effect partially and simultaneously selling price on the Toko Jaya income. There was a positive and significant effect partially and simultaneously sales volume on the Toko Jaya income.

Keywords: *Selling Prices, Sales Volume, Income.*

A. INTRODUCTION
Background of the problem

A company is a place of business established by a person or group of people for the process of producing goods or providing services to meet the needs of society. The main purpose of establishing a company is to develop and advance the company for survival by obtaining maximum income or profit. According to Putranto (2017: 282), profit is a positive difference as a result of selling products and services at a higher price than the cost of producing the product or service. Company profits can be used as a measure of the efficiency and effectiveness of a company. The greater the profit generated by a company, the better the company's performance in developing and advancing the company being managed. Basically, to obtain maximum revenue cannot be separated from the problem of sales, increasing sales and determining the selling price. Revenue is the ability of each company to meet its material needs within a certain period of time. Revenue is measured by the amount of rupiah received from buyers or consumers (Santi, 2019: 116). Diana and Setiawati (2017: 361), suggest that revenue is the gross cash inflow of economic benefits arising from the entity's normal activities during one period if the inflow results in an increase in equity that does not come from capital investment contributions. (Nuryadi et al., 2023)

The factors that affect revenue according to Mulyadi (2008: 513) are costs, selling prices, and sales volume. The costs referred to are acquisition costs or costs incurred during the production of a good or service. The costs incurred directly or indirectly in the production process affect the determination of the selling price, and the determination of the selling price affects the sales volume, where the size of the sales volume will affect the level of revenue. To obtain maximum revenue, each company must consider the selling price of the product or service produced. Price is the amount of money charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service (Kotler and Armstrong, 2013: 151).

Setting the selling price must be determined with consideration of the costs incurred during production. According to Kotler, translated by Molan (2011: 142), a company must set prices according to the value provided and understood by customers. If the price turns out to be higher than the value

received, the company will lose the possibility of making a profit, if the price is too low than the value received, the company will not succeed in reaping the possibility of making a profit. (Ariyani et al., 2022)

The selling price of a product will influence buyers in choosing or buying a product, the higher the selling price if it is in accordance with the benefits received.buyers will be interested in buying the products offered, so that it can affect the sales volume of a company. Ardiansyah (2014) states that sales volume is the total sales assessed by units by the company in a certain period to achieve maximum profit so that it can support company growth. Meanwhile, according to Daryono (2011: 187), sales volume is a measure that shows the number or amount of goods or services sold. PGS Surabaya Wholesale Center is one of the shopping places in Surabaya where traders sell a wide variety of goods, ranging from household pottery, clothing, shoes, electronic equipment, and other necessities at wholesale prices, namely the selling price of an item is cheaper than the normal price with the provision of purchasing goods in large quantities, at least in units of dozen. (Utomo & Pratama, 2024)

Toko Jaya is one of the shops located at the PGS Surabaya Wholesale Center, which sells shirts and t-shirts with various motifs for teenage and adult men.The selling price of shirts and t-shirts offered by Toko Jaya to buyers is the wholesale price and retail price. Toko Jaya's selling price affects buyer interest so that it can increase or decrease sales volume. The sales volume will affect the level of income earned by Toko Jaya every month. Based on the existing background, the author is interested in conducting research entitled "The Effect of Selling Price and Sales Volume on Store Jaya's Revenue in 2018-2019 at the PGS Surabaya Wholesale Center".

The formulation of the research problems carried out at this time are.

1. How does the selling price affect Toko Jaya's revenue?
2. How does sales volume affect Toko Jaya's revenue?

This research aims to describe the effect of selling price on Toko Jaya's revenue, describe the effect of sales volume on Toko Jaya's revenue. Research related to the current research is research conducted by Dewi Purnama Sari (2018) with the title "The Effect of Selling Price and Sales Volume on Areca Farmer Income in Sidomukti Village, Kec. Dendang Kab. East Tanjung Jabung". The results showed that the selling price and sales volume had a significant effect on the income of areca farmers in Sidomukti Village, Dendang District, East Tanjung Jabung Regency.(Fristya et al., 2024)

B. THEORETICAL FOUNDATION

Definition of Selling Price

According to Kotler and Armstrong (2013: 151), price is the amount of money charged for a good or service or the amount of money consumers exchange for the benefits of owning or using the product or service. Meanwhile, according to Kotler (2012: 132) price is the amount of money that customers have to pay for the product.According to Supriyono (2009: 32), the selling price is the monetary amount charged by a business unit to buyers or customers for goods or services sold or delivered.(Widawati & Arifin, 2021)

Definition of Sales Volume

According to Schiffan (2013: 48), sales volume is the level of sales obtained by the company for a certain period in units/totals/rupiah. Meanwhile, sales volume according to Rizka (2017: 15) is the sales results achieved by a company in real terms, in sales units sold within a certain period of time.

Factors that Determine Sales Volume

According to Kotler (2000: 68), there are several factors that affect sales volume, among others:

1) Selling Price
2) Products (goods or services) offered
3) Promotion designed
4) Distribution channels
5) Quality

Uncontrollable environmental factors consist of competitive, economic, technological, political, legal, and socio-cultural environments. Controllable environmental factors are environmental factors that affect marketing including sales within the company.

Definition of Revenue

Meanwhile, according to Kiesso, Weygantd and Warfield (2011: 955), revenue is the cash flow of assets and or settlement of liabilities from the delivery or production of goods, provision of services, and other profit-seeking activities which are the main or major operations that are continuous during one period.Income is a result received by a person or household from trying or working. The types of people are diverse, such as farming, fishing, livestock raising, laborers, and trade and also work in the government or private sector (Nazir, 2010: 17).

Factors that Affect Income

According to Mulyadi (2010: 127), the factors that affect the volume of revenue in the company are as follows.

1) Sales conditions and capabilities
2) Market conditions
3) Capital
4) Company operational conditions.

C. RESEARCH METHODS

This type of research is quantitative research with an associative-causal approach. According to Sugiyono (2019: 65), an associative approach is an approach where the problem formulation asks about the relationship between two or more variables.The relationship referred to in this study is a causal relationship, namely a relationship that is cause and effect.The independent variables or dependent variables in this study are selling price (X1), and sales volume (X2), while the dependent variable or independent variable is revenue (Y). Research data sources include primary data, namely researchers making direct observations at Toko Jaya, and secondary data in the form of Toko Jaya bookkeeping reports, journals and books as supporting data.

The population in this study is Toko Jaya's bookkeeping report for 2018-2019 or for 24 months. Whilesampling in this study is Nonprobability Sampling. According to Sugiyono (2019: 131), Nonprobability Sampling is sampling where it does not provide opportunities for members of the population to be selected. The sampling technique used in this study is a total sampling technique, namely using all the population to be sampled. (Arifin et al., 2023)

Research data were collected using data collection techniques of observation, documentation, library research, and internet research. While the data analysis method used is multiple linear regression method, t test, F test, and coefficient of determination.

D. RESEARCH RESULTS

Table 1.1 T-test results for selling price and sales volume of retail t-shirts

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.700E7	3.446E6		-4.934	.000		
	Kaos Ecer	434.085	75.812	.213	5.726	.000	.708	1.412
	Volume Penjualan A	38001.067	1298.390	1.088	29.268	.000	.708	1.412

a. Dependent Variable: Pendapatan A

Based on table 1.1 above, the regression line equation Y = -1,700E7 + 434,085X1 + 38001,067X2 + e is obtained, which can be interpreted as the selling price (X1) and sales volume (X2) equal to 0 or constant, the income value (Y) equals -1,700E7. The selling price value (X1) increases by one unit while the other variables remain constant, so the income value increases by 434,085. If the variable (X2) increases by one unit and the values of other variables remain constant, then the income value increases by 38001.067.

Meanwhile in the Sig column. in table 1.1, the significance value of the selling price variable (X1) is 0.000 and the sales volume variable (X2) is 0.000. From the table of research results above, the significance values of X1.

Table 1.2 Results of the t test for Selling Prices and Sales Volume of Wholesale T-shirts

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.993E7	719641.199		-27.690	.000		
	Kaos Grosir	623.449	21.311	.284	29.254	.000	.974	1.027
	Volume Penjualan B	31821.367	307.234	1.005	103.574	.000	.974	1.027

a. Dependent Variable: Pendapatan B

Based on the t-test results of selling prices and sales volume of wholesale t-shirts in table 1.2 above, the regression line equation Y = -1.993E7 + 623.449X1 + 31821.367X2 + e is obtained, which means that the value of retail t-shirt selling prices (X1) and sales volume (X2) is equal to 0 or constant, then the income value (Y) of Toko Jaya is equal to -1.993E7. The selling price value (X1) for wholesale t-shirts increases by one unit and other variables remain constant, so the income value increases by 623,449. The sales volume value (X2) increases by one unit and other variables remain constant, so the income value (Y) of Toko Jaya increases by 31821.67.

Meanwhile, in the Sig column. in table 2.1, the selling price (X1) of wholesale t-shirts is 0.000. Sales volume (X2) is 0,000. The significance value of variables X1 and X2 is lower than the error percentage of 5% or 0.05.

Therefore, the selling price (X1) and sales volume (X2) of wholesale t-shirts have a partial influence on Toko Jaya's income (Y).

Table 1.3 T-Test Results for Selling Price and Sales Volume of Retail Shirts

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.882E6	1.024E6		-4.766	.000		
	Kemeja Ecer	62.572	11.577	.090	5.405	.000	.881	1.135
	Volume Penjualan C	78967.651	1279.806	1.025	61.703	.000	.881	1.135

a. Dependent Variable: Pendapatan C

Based on table 1.3 above, the regression line equation is Y = -4,882E6 + 62,572X1 + 78967,651X2 + e, which means that if the selling price (X1) and sales volume (X2) are zero or constant, then the income value is -4,882E6 . The selling price value (X1) of retail shirts increases by one unit and other variables remain constant, so the income value (Y) of Toko Jaya increases by 62,572. If the sales volume value (X2) of retail shirts increases by one unit and other variables remain constant, then the income value (Y) increases by 78967.651.

In the Sig column. in table 1.3, the significance value produced by the selling price (X1) and sales volume (X2) variables for retail shirts is 0.000. The significance value of selling price (X1) and sales volume (X2) is lower than the probability of 0.05, so it means that the selling price (X1) and sales volume (X2) variables of retail shirts have a partial effect on Toko Jaya's income (Y). (Pratama & Muhlisin, 2023)

Table 1.4 T-Test Results for Selling Price and Sales Volume of Wholesale Shirts

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.359E7	7.266E6		-1.870	.075		
	Kemeja Grosir	215.124	118.149	.071	1.821	.083	.977	1.023
	Volume Penjualan D	60715.216	2372.212	.993	25.594	.000	.977	1.023

a. Dependent Variable: Pendapatan D

Based on the research results in table 1.4, the regression line equation obtained is Y = -1.359E7 + 215.124X1 + 60715.216X2 + e, which means that if the selling price (X1) and sales volume (X2) are equal to zero or constant, then the income value is the same with -1.359E7. The selling price (X1) value of wholesale shirts increases by one unit while other variables remain constant, so the income value (Y) increases by 215,124. If the sales volume value (X2) of wholesale shirts increases by one unit and other variables remain constant, then the income value increases by 60715.216. Meanwhile, in the Sig column. In the research results table above, information is obtained that the significance value of the selling price (X1) of wholesale shirts is 0.083

Table 1.5 F-Test Results for Retail Shirts

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.939E14	2	3.970E14	2.046E3	.000^a
	Residual	4.074E12	21	1.940E11		
	Total	7.980E14	23			

a. Predictors: (Constant), Volume Penjualan C, Kemeja Ecer

b. Dependent Variable: Pendapatan C

Based on table 2.3 F test results on retail shirts, the significance value in the Sig column. equals 0.000. The significance value produced in the table above is lower than the probability of 0.05 so it can be interpreted that the selling price (X1) of retail shirts and the sales volume (X2) of retail shirts after being tested simultaneously have a positive and significant influence simultaneously on income (Y). Jaya Store.

Table 1.6 F-Test Results for Wholesale Shirts

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.090E15	2	1.545E15	329.648	.000^a
	Residual	9.842E13	21	4.687E12		
	Total	3.188E15	23			

a. Predictors: (Constant), Volume Penjualan D, Kemeja Grosir

b. Dependent Variable: Pendapatan D

Based on table 2.4, the significance value contained in the Sig column. is 0.000, lower than the probability of 0.05, so it can be interpreted that the variable selling price (X1) of wholesale shirts and sales volume (X) after testing simultaneously have a positive and significant influence simultaneously on Toko Jaya's income (Y).

E. DISCUSSION

Based on the results of research regarding the influence of selling price and sales volume on Toko Jaya's income, the results of data analysis show that the selling price of Toko Jaya products has a partial influence on Toko Jaya's income in 2018-2019, except for the variable selling price of wholesale shirts. There are other variable factors where the demand for wholesale shirts increases and decreases along with changes in product selling prices that adjust to the market in 2018-2019, so that the selling price of wholesale shirts cannot affect Toko Jaya's income. This is in accordance with the theory expressed by Stanton (2012), namely the factors that determine policies in determining selling prices, namely product demand and market share targets. Meanwhile, the sales volume of retail t-shirts, wholesale t-shirts, retail shirts and wholesale shirts also has an influence on Toko Jaya's income, both partially and simultaneously, in line with research conducted by Santi (2019) which states that there is a significant influence of sales volume on income. The results of the research on selling price and sales volume which were tested simultaneously are that they have a positive and significant influence on Toko Jaya's income. This research is in line with relevant previous research by Dewi Purnama Sari (2018), where the results of the research carried out are that there is a positive and significant influence on price. sales and sales volume to revenue.

F. CONCLUSION

The results of the t test research are that selling price has a partially positive and significant influence on Toko Jaya's income. This is proven in the SPSS output coefficients table in the Sig column. The significant value of the selling price is 0.000 which is lower than the probability of 0.05 or 5%. Meanwhile, for wholesale shirt products, the significance value in the SPSS table is 0.083, which means it is greater than the probability of 0.05 or 5%, so the selling price of wholesale shirts has no influence on Toko Jaya's income. Meanwhile, the results of the t test research on sales volume have a partially positive and significant influence on Toko Jaya's income, this is proven by the significance value in the Sig column. in the coefficients table the SPSS output result is 0.000. The results of the F test research in this research are that selling price and sales volume have a simultaneous effect on Toko Jaya's income. This research carried out simultaneous testing of the selling price and sales volume variables on Toko Jaya's income, resulting in an SPSS output Anofa table, namely in the Sig column. The significance value of 0.000 is lower than the probability of 0.05, which means that the selling price and sales volume have an influence on income.

REFERENCES

Ardiansyah, et al. 2014. Efforts to Increase Yamaha Motorcycle Sales Volume Through Advertising. Journal of Business Administration (JAB). Vol.1. Accessed January 29, 2020.

Arifin, S., Pratama, D. P. A., & Utomo, P. (2023). *Pengantar Statistika: Teori dan Metode Ekonomi Terapan*. CV. Pena Jaya Pers.

Ariyani, F. A., Darim, A., Megasari, A. D., Siswanto, & Pratama, D. P. A. (2022). Pengaruh Strategi Promosi dan Minat Beli Konsumen Terhadap Keputusan Pembelian pada Lotte Mart Marvell City Surabaya. *Worldview: Jurnal Ekonomi Bisnis Dan Sosial Sains*, *01*(2), 163–176.

Fristya, A., Arifin, S., & Rohmah, L. (2024). The Influence Of Npl And Car On Profitability In Ngudi Lestari Women's Cooperative Magetan District. *International Journal of Economics, Science, and Education*, *1*(2), 64–74.

Nuryadi, Kurniawati, A, W. N., Arifin, S., Pratama, D. P. A., & Hedriawan, A. (2023). A Case Study Online Marketing Strategy in Increasing Sales Volume in Elvin Snack SMEs. *Progress Conference*, *i*(1), 244–250.

Pratama, D. P. A., & Muhlisin. (2023). Branding Based on Digital Marketing For Surabaya Students: High Purchase Decision? *International Journal of Econimics, Science, and Education (IJESE)*, *1*(1), 16–24.

Putra, Medyana, et al. (2016). Analysis of Factors that Influence Sales Volume at UD. Wayan Fiber Glass Singaraja 2014. E-Journal Bima Ganesha Education University. (4). Accessed May 21, 2020.

Putranto, Agus. (2017). Analysis of the Effect of Production and Sales Costs on Company Profits (Study on Micro, Small and Medium Enterprises in Wonosobo District, Wonosobo Regency. PPKM III Journal, Faculty of Economics, Al Qur'an Science University. Pages 280-286. Accessed on 13 February 2020 .

Utomo, P., & Pratama, D. P. A. (2024). The Impact Of Compensation , Leadership And Motivation As Mediation On Employee Performance : A Study Of Arthenis Travel Corporation. *Jurnal Ekonomi*, *13*(02), 1652–1666. https://doi.org/10.54209/ekonomi.v13i02.

Rizka, Meity Dwi. (2017). Efforts to Increase Sales Volume in the Palembang Cek Tura Typical Kelempang Cracker Business. Thesis. Business Administration. Pelembang: Sriwijaya State Polytechnic.

Santi, et al.(2019). The Effect of Selling Price and Sales Volume on UD Revenue. Male Broilers in Batumilan Hamlet, Klungkung Regency in 2015-2017. Journal of Economic Education, Ganesha Education University. 11(1): 116-127. Accessed January 31, 2020.

Sari, Full Moon Goddess. (2018). The Effect of Selling Price and Sales Volume on the Income of Pinang Farmers, Sidomukti Village, District. Dendang District. East Cape Jabung. Thesis. Faculty of Islamic Economics and Business. Jambi: Sultan Thata Saifuddin State Islamic University.

Schiffan, Stephan. (2013). Increasing Sales, Translated by Eling Ratnawati. Jakarta: PT Bhuana Ilmu Pioneer Group Gramedia.

Sugiyono. (2019). Quantitative, Qualitative and R&D Research Methods. Bandung: Alphabeta

Supriyono. (2009). Cost Accounting. Yogyakarta: Publishing Agency, Faculty of Economics.

Stanton, William J. (2012). Marketing principles, translation: Yohanes Lamarto. Jakarta: Erlangga Publishers.

Widawati, E., & Arifin, S. (2021). Equity Crowdfunding As Msme Financing Alternative To Improve Business Competitiveness in the Time of Covid-19 (Case Study in Pak Min Chicken Sop). *International Journal of Global Accounting, Management, Education, and Entrepreneurship*, *1*(2), 155–162