Research Article

Analysis of Price Factors and Business Competition in The Covid-19 Pandemic NN Efforts to Increase Sales Volume

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ABSTRACT

The aims of this study are: (1) To find out and prove the effect of price during the covid-19 pandemic on sales volume, (2) To find out and prove the effect of business competition during the COVID-19 pandemic on sales volume, (3) To find out and prove Simultaneous effect of price and business competition during the COVID-19 pandemic on sales volume. Data analysis was carried out by quantitative descriptive analysis with a sample size of 80 people who stated that the study had a population of 100. The results showed that: (1) Based on the t-test, the tcount value was 4.432 while the ttable value was 1.990. It is proven that there is a positive and significant effect between price and sales volume, (2) Based on the t-test, the t-value is 3.893 while the t-table value is 1.990. It can be interpreted that the business competition variable partially has a positive and significant effect. The contribution of price and business competition to sales volume is 33.4%.

Keywords: Business Competition, Price, Sales Volume

Introduction

The Covid-19 pandemic has had a major impact on the sustainability of the Micro Business business Small and Intermediate (UMKM) good in field agriculture or effort farmer specifically onion seeding (Asante Antwi et al., 2021). Based on study results up to 96% perpetrator the company stated that Covid-19 had a negative effect on its business processes (as much as 1,785 cooperative and 163,713 micro, small, and medium) (Muhammad et al., 2022; Srivastava, 2022).

The Central Bureau of Statistics (BPS) in its publication explains that the Indonesian economy experienced 0.1% deflation in July 2020. The food, beverage and tobacco group experience deflation 0.79% as well as give contribution to deflation 0.19%. Ingredients food which donate deflation among them onion red, meat chicken race, rice, onion white, chilli cayenne, and sugar sand (Rajagukguk et al., 2021). Deflation on food and drink this show decrease in demand for materials food (Kumar & Ayedee, 2021; Valdez-Juárez et al., 2022).

UD. Mouth Jaya is wrong one of that's all many effort in Village Sidokare Rejoso District which is engaged in the seeding of Tajuk shallots. During a pandemic Covid-19 requests

from shallot farmers to plant varieties of shallots The canopy is decreasing due to many crop failures due to extreme weather erratic and the price of vegetable shallots which is not erratic resulted many shallot farmers are desperate to grow shallot crowns (Ho et al., 2021;Nurfitriya et al., 2021). For offset development Request from farmer onion red and face competition from shallot seed entrepreneurs. The title is getting tougher, companies need to efforts to increase prices and competition to be easily accepted by farmers (Soepriyanto et al., 2022). Remember Successful marketing is an activity that seeks to meet consumer satisfaction, This cannot be separated from the right pricing and fair competition is the goal of UD. Mulur Jaya to increase sales volume. Lots Shallot seed sellers Decreasing farmer crowns and purchasing power resulted the price offered is low (Pimvichai et al., 2019). in the early days before Covid-19 existed, entrepreneurs can make a profit of 10 thousand per kg and now only earn profit of two thousand per kg. Expensive employee costs not to mention the storage period onion red header which long resulted many businessman which experience loss (Harel, 2021;Citra Birru et al., 2022). Here I will analyze the problem in an effort to improve sales volume in the researcher's family business (Musonnafa et al., 2022;Shafiee et al., 2022). The problems involved in this research are constraints that arise both from the external environment and the internal environment as well as if it occurs in determining price quality and business competition (Fabiyani et al., 2021);(Alaimo et al., 2020). Very price affect the profit or loss obtained from UD. Mulur Jaya. Other problems is business competition that greatly influences production and marketing activities happened inside determine quality inside price increase volume sale (Sinolungan et al., 2022;Basuony et al., 2021).

Price according to Rahmayati (2021) is value stated in one currency or tool swap, to something product certain. Power buy something goods seen from price an item is getting cheaper, then the purchasing power of that item increases, and so does on the contrary, in accordance with the law of demand which states if the price of an item rises ceteris paribus , so total goods that which requested the more reduce and otherwise (Chen & Biswas, 2021;Das et al., 2022). Competition comes from the English word (competition) which means competition alone or activity compete, competition, competition. Whereas in dictionary management, competition is the business of two or more companies, each of which Each company seeks to obtain orders by offering the best price or terms profitable (Jiménez-Marín et al., 2021;Hartmann & Lussier, 2020). Then say effort in dictionary management that is activity which carried out in an organized and directed manner to achieve predetermined goals in a manner permanent, good which conducted in a manner individual and groups (Pollák et al., 2021;Ni Made Diantari et al., 2022).

Sales are the amount of money charged and can be made on credit as well cash and in general to several customers. Sales on credit "Receivables Trade". Like when buying, when selling the company is bound by conditions certain sale (Sugianto et al., 2023). In general, sales returns and price reductions are recorded in one accounts, called: sales returns and allowances (Ong et al., 2022). Furthermore, this research model uses a conceptual framework as a basis for designing hypothesis research that can be seen on Picture 1. following this:
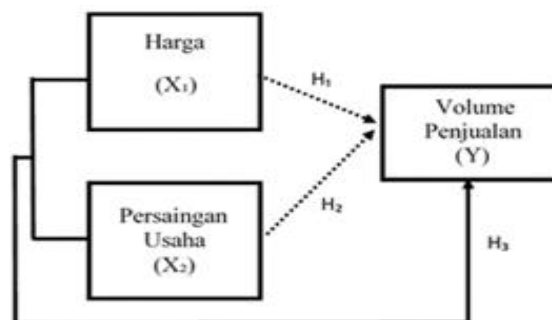
Picture 1. Conceptual Framework

Based on Picture 1. So hypothesis in this research is as follows :
1. H_1 : Level price influential significant in effort increase volume sale at UD. Mouth Jaya.
2. H_2 : Level competition effort influential significant in effort increase volume sales at UD. Mouth Jaya.
3. H_3 : Level price and competition effort influential significant in effort increase sales volume at UD. Mouth Jaya

Methods

Method which used based on approach is study quantitative. Study quantitative more give pressure to understanding and meaning, closely related to certain values, more emphasis on process rather than measuring, describing, interpreting, and giving meaning and not enough with mere explanation, and utilizing multiple methods in research (Karmaker et al., 2021). The research design used is a survey research design or so- called survey research also a cross-sectional survey research design was carried out with the aim of obtaining information from respondents, namely buyers of Tajuk shallot seeds at UD. Mulur Jaya good farmer or collectors which is at in out of town. Location study conducted in The research was conducted at UD. Mulur Jaya Jl. Mojopahit Sidokare Village RT 001/RW 009 Rejoso District, Nganjuk Regency. This research is planned in July-August 2022. There are three stages in this research including preparation, implementation, and reporting. The population in this study is all consumers at UD. Mulur Jaya. Representatives of the population sampled are customers from UD. Mulur Jaya who totaling 100 people who happened to be met when purchasing onion seeds red in UD. Mouth Jaya good which conducted delivery in outside city nor in the city sleepy . Method taking sample which used is Accidentals sampling method that is taking sample which conducted in a manner random (Habib & Hamadneh, 2021).

Results and Discussion
Assumption Test Classic

Following are the results of the analysis of the classical assumption test used in the conditions for conducting hypothesis testing in fulfil that data good:
1. The Normality test was carried out to determine the normal distribution of the data. Following results normality test from data model residuals research variable regression:

Table 1. Frequency of Normality

Test	Unstandardized Residual
N	80
Kolmogorov-Smirnov Z	.587
Asymp. Sig. (2-tailed)	.881

Based on table 1 above regarding the normality test (Kolmogorov-Smirnov) namely the independent variable on the dependent variable is obtained at 0.587. This matter indicates that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z $\geq$ 0.05 or (0.587 $\geq$ 0.05), then this proves that in this study it is residual data has distributed normally, so could testing is carried out next.
2. The multicollinearity test is a regression model where there is a relationship perfect or near perfect linear between independent variables in regression models.

Table 2. Test multicollinearity

	Collinearity Statistics	
	tolerance	VIF
Price (X_1)	.819	1,221
Competition Effort (X_2)	.574	1,521

Based on table in on about Test Multicollinearity Thing this shows that the Tolerance value is > 0.10 and the VIF value is < 10 for the variable Price (X_1) and Business Competition (X_2). So, it can be concluded that there is none multicollinearity in model regression so that data said good and could used for further testing.

3. Test Heteroscedasticity is test a model regression happen variance discomfort from residual one observation to another observation. If different variants, called heteroscedasticity.

Scatterplot
Dependent Variable: Kepuasan Pelanggan
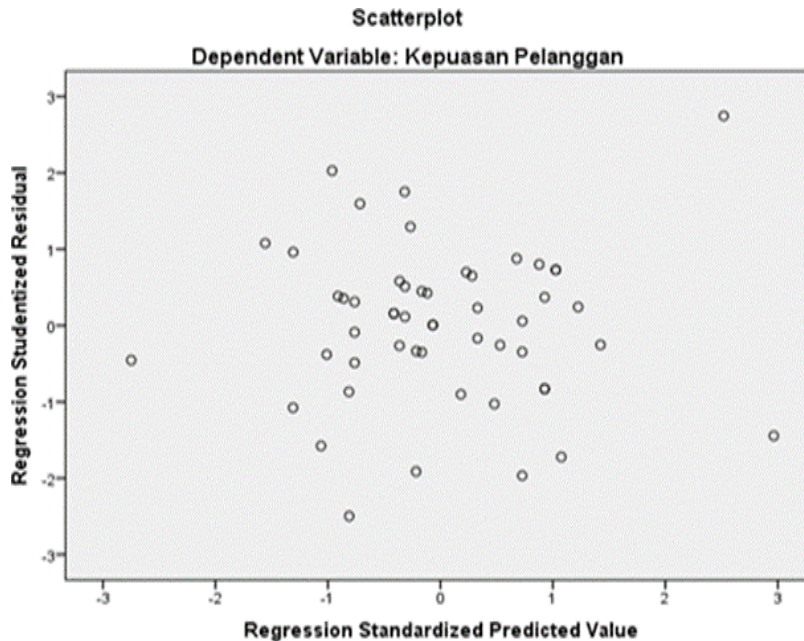
Picture 2. Results Test Heteroscedasticity

Based on Figure 1 above regarding the Heteroscedasticity test it can be seen that the points spread below and above the origin (number 0) on the axis Y and does not have a regular pattern, it can be concluded that in study this does not occur heteroscedasticity.

Analysis Linear Regression Double

In this study there are two independent variables that will predict one dependent variable, then a tool is used to test the hypothesis proposed multiple regression analysis (multiple regression analysis). This analysis is used for predict score from variable dependent if score variable independent experienced an increase or decrease, and to determine the direction of the relationship between variable independent with variable dependent is each variable independent related positive or negative.

Table 3. Output Results of Multiple Linear Regression Equations Results Analysis Regression linear

Model	Unstandardized Coefficients
	B
(Constant)	10.430
Harga (X_1)	.392
Persaingan usaha (X_2)	.692

Based on table it can be seen the value of the beta coefficient of each variable at column *Unstandardized Coefficients B* then, a multiple linear regression model can be set as follows:

$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$
$Y = 10.430 + 0.392 X_1 + 0.692 X_2 + e$

Discussion Results Study
Results testing hypothesis 1 and discussion
Based on table on the price variable (X_1) the result of t $_{count\ is}$ 4.432 and t $_{table}$ of 1.990. This shows that the $_{calculated\ t\ value}$ is greater than t $_{table}$ (4.432 > 1,990). From these results, it can be concluded that Ha is $_{accepted}$, meaning the price variable in a manner Partial influential significant to sales volume (Rahman et al., 2022).

Results testing hypothesis 2 and discussion
Based on table on the business competition variable (X_2) the result of t $_{count}$ is obtained 3.893 and t $_{table}$ of 1.990. This shows that the $_{calculated\ t\ value}$ is greater than t $_{table}$ (3.893 > 1.990). From these results, it can be concluded that Ha is $_{accepted}$, meaning that it is variable competition effort in a manner Partial influential to sales volume.

Results testing hypothesis 3 and discussion
Based on table, it is obtained that the $_{calculated\ F}$ is 8,781 and the f $_{table}$ is 3.120. Thing this shows that the $_{calculated\ f\ value}$ is greater than f $_{table}$ (8,781 ≥ 3,120). From these results, it can be concluded that Ha is $_{accepted}$, meaning the price variable (X1), business competition (X2) in a manner simultaneous effect on sales volume.

Conclusion
Based on results analysis data in a manner statistics show that could proven :
1. Could interpreted that price is a number money which must paid customer to obtain product. Thing this show that the more corresponding the price given by the company to its consumers, the better the response which given by consumer the. So that could concluded that price influential positively and significant.
2. It can be interpreted that fair business competition can affect volume sale. So it can be concluded that the price has a positive effect and significant.
3. It means that the variable price and business competition have a positive effect and simultaneously significant to the volume of sales made by consumers. With these results, it can be concluded that the variable price and business competition closely related to sales volume made by consumers. Because, if one of the variables even the four variables have increased significantly continuously and together the volume of sales made by consumers also experience enhancement.
4. In this study the variables are product quality, price, after-sales service and promotion influential to decision purchase which conducted by consumer as big.

Suggestion
1. Suggestion for object study, Researchers suggest to UD. Mulur Jaya to adjust the prices in market. Because the price variable is very dominant in influencing the purchasing decision consumer which impact on volume sale. For competition effort, if conducted with healthy so influential good also to volume sale onion red.
2. Suggestion for Researcher Next, Researchers hope that this research can be a reference and input for add outlook. Researcher recommend for add total sample so that get that data more accurate

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