The Influence of Price, Location, and Islamic Business Ethics on the Sales Level of Salsa Batang Shop, Indonesia

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ARTICLE INFO	ABSTRACT
	The level of sales is the peak of a transaction result from marketing activities or also known as marketing carried out by a company in selling products and services offered to consumers. Various strategies are carried out by sellers in order to meet the expected level of sales. several factors that can lead to increased sales levels, such as Price, Location, and Islamic Business Ethics. This study aims to determine whether price, location, and Islamic business ethics can affect the level of sales at the Salsa shop, Ujungnegoro Village, Batang Regency. The method used in this study is a quantitative method by distributing questionnaires to Salsa shop consumers to obtain raw data. The number of samples is as many as 82 respondents. The sampling technique is carried out using the Nonprobability Sampling method, namely Convenience Sampling, which is then processed using SPSS 21 raw data. The results of this study are the price and Islamic business ethics variables have no effect on the level of sales, while the location variable has a positive and significant influence to the level of sales.

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1. INTRODUCTION

Building a shop business in Indonesia is not a strange thing, even shop businesses that sell various daily necessities are widely spread throughout the country. Shops that sell basic food products, cosmetics, household supplies, food products, and so on are the types of shops that are most often found, even spread to the corners of the village. Not much different from Toko Salsa which sells similar products. Toko Salsa is a shop located on the road to Dukuh Sumur, Ujungnegoro 1, Ujungnegoro Village, Kandeman District, Batang Regency, Central Java. The location of Toko Salsa can be accessed on Google Maps so that it can make it easier for consumers to find the location of the Salsa store. The location of Toko Salsa can be said to be less strategic compared to shops that sell similar products in Ujungnegoro Village, but buyers who come to buy products at Toko Salsa are very many compared to shops that are in strategic locations and tend to be more crowded than Toko Salsa. According to the shop owner, Mrs. Agustina Wardani, more than 50 buyers come every day.

Islamic Business Ethics is a series of business activities that take various forms, where these activities are not limited by the amount of assets owned in the form of goods and services including the amount of money generated, but these activities are limited by how to obtain and utilize the assets owned, this is due to halal haram rules in Islam. (Feni Mariana Sidiq, 2018). The purpose of this study was to determine the effect of price, location, and Islamic business ethics on the level of sales at Toko Salsa Batang.

2. RESEARCH METHOD

The type of research conducted is field research (field reseach). With a quantitative approach. The research was conducted at Toko Salsa, Ujungnegoro Village, Batang, Indonesia. In this study, researchers used a population of 450 buyers at Toko Salsa. After calculating using the Yamane formula, a sample of 82 respondents was obtained.
The data analysis technique uses instrument test (validity, reliability), classical assumption test, multiple linear regression analysis, partial t test and F test.

3. RESULTS AND DISCUSSIONS

Multiple linear regression analysis is carried out to obtain an overview of the relationship between the independent variable (dependent) and the dependent variable (independent), namely the independent variable Price, Location, Islamic business ethics and the dependent variable sales level.

Table 1. Multiple linear regression analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.084	.018		4.742	.000
	Location	.000	.000	-.447	-4.084	.000
	Price	-.088	.366	-.075	-.240	.811
	Ethics	.398	.266	.480	1.495	.139

Source: Primary data processed by SPSS 21, 2022

From the results of multiple linear regression testing, the regression equation in this study is:
$$Y = 0{,}084 - 0{,}088X1 + 0{,}000X2 + 0{,}398X3 + e$$

a. Statistical Significance Test (Partial t test)

In the Partial t test, it can be seen by looking at the value of Sig. if the Sig. value shows a value smaller than 0.5, it can be concluded that the hypothesis is accepted. This means that there is an influence between the independent variable or X and the dependent variable, namely Y. Likewise, on the contrary, if the Sig. value shows a value greater than 0.5, it can be concluded that the hypothesis is rejected. This means that there is no influence between the independent variable and the dependent variable (Abdullah, 2015).

Table 2. Partial t test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.084	.018		4.742	.000
	Location	.000	.000	-.447	-4.084	.000
	Price	-.088	.366	-.075	-.240	.811
	Ethics	.398	.266	.480	1.495	.139

Source: Primary data processed by SPSS 21, 2022

1) The table of partial t test results on the Price variable obtained a value of Sig. t = 0.811> 0.05, it can be concluded that H1 is rejected. This means that there is no significant effect partially between the Price variable and the Sales Increase variable.
2) The partial t test result table on the Location variable obtained a Sig. t value = 0.000 <0.05, it can be concluded that H2 is accepted. this means that there is a significant effect partially between the Location variable and the Sales Increase variable.
3) The partial t test result table on the Islamic Business Ethics variable obtained a Sig. t value = 0.139> 0.05, it can be concluded that H3 is rejected. This means that there is no significant effect partially between the Price variable and the Sales Increase variable.

b. Simultaneous F Test

Simultaneous F testing is carried out with the aim of knowing whether each independent variable in this study, namely Price, Location and Islamic Business Ethics, has a joint influence on the dependent variable or variable Y in this study, namely Sales Level. If the value at the F significance shows the value of F <0.05, it can be concluded that the hypothesis in this study is accepted (Muhid, 2019).

Table 3. Simultaneous F Test
ANOVA[a]

Model		Sum Of Square	df	Mean Square	F	Sig.
	Regression	.027	3	.009	48.566	.000[b]
1	Residual	.014	78	.000		
	Total	.041	81			

Source: Primary data processed by SPSS 21, 2022

In the test results table above, the Sig. F value is 0.000, which is 0.000 <0.05, it can be concluded that H4 is accepted in the sense that the variables of Price, Location, and Islamic Business Ethics simultaneously affect the Sales Level variable (Y).

c. Coefficient of Determination (R^2)

The Determination test is used to measure how much the value of the model is parameterized (Abdullah, 2015). A model is said to be good if the value of the value is above 0.5. Meanwhile, if the value is below 0.5, the regression model is said to be bad (Kuswati, 2020).

Table 4. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.638	.01358

Source: Primary data processed by SPSS 21, 2022

Based on the results of the Determination test in the table above, you can see the value in Adjusted R Square because it is to find out how the independent variable explains the dependent variable, where the independent variable is more than 2. in Adjusted R Square shows a value of 0.638. This shows that the variables Price, Location and Islamic Business Ethics have a percentage contribution to the dependent variable, namely the Sales Level of 63.8%, it can be concluded that the regression model in this study includes a good regression model. While the remaining 36.2% is influenced by other variables outside the regression model.

d. Discussions

1) Effect of Price on Sales Level

Price is the value of an item or the value of a service that has been determined by a company that can be exchanged for money. (Deysy Deyby Tinungki, Etc, 2018). Price is the amount of money paid to obtain a desired product or service. Meanwhile, the broader understanding of price is the amount of sacrifice required to obtain a desired good or service. (Batubara & Hidayat, 2016).

Based on the results of data analysis that has been carried out in this study, it can be concluded that the price variable partially does not have a significant effect on the sales level variable. This can be seen in the sig value. t = 0.811 which shows greater than 0.05, which means that H1, namely the price set by the Salsa store affects the level of sales, is rejected. therefore, the conclusion is that the price variable does not have a significant effect on the sales level variable. Based on the results of the research above, it shows that the high and low prices set at the salsa shop have no effect on the level of sales. So that price cannot be used as a benchmark for the level of sales at the Salsa Shop.

Based on the results of this study, the results of research on price variables agree with research conducted by (Hendra Supardi and Hotlan Butarbutar, 2018), (Win Rico, 2016). (Rafikhein and Athiy, 2018), which from the results of their research concluded that simultaneously the price variable has a significant effect on the level of sales and the price variable partially has a negative effect or does not have a significant effect on variable Y, namely the level of sales. Meanwhile, research conducted (Feni Mariana Sidik, 2018), and Tembesi Citra Neisia, Dkk (Tembesi Citra Neisia, Etc., 2018), concluded that the price variable has a significant positive effect on the level of sales.

In the price variable, the research results obtained are where the price variable has no effect on the level of sales, while in the theory that has been presented, the price variable has a big role in increasing the level of sales, while in this study the price has no effect, this is because some existing buyers are regular customers so that prices are not so considered in buying products at Toko Salsa. besides that the price set by the salsa shop does not deviate from Islamic teachings, it is proven that in the buying and selling process there is no coercion between the seller and the buyer, in the sense of buying on the basis of like and willing, and vice versa there is no coercion between the buyer and the seller.

2)   Effect of Location on Sales Level

Location According to Berman & Evans (Ma'ruf, 2006) is a very Urgent factor in the retail mix, a business will be more successful and successful if it is supported by the selection of the right and strategic business location compared to stores that are less strategic and far from consumers.

Based on the results of data analysis that has been carried out in this study, it can be concluded that the location variable partially has a significant effect on the sales level variable. This can be seen in the sig value. $t = 0.000$ which shows less than 0.05, which means that H2, namely the location of the Salsa Store, has an effect on the level of sales is accepted. therefore, the conclusion is that the location variable has a significant effect on the sales level variable. It shows that the location determination at the salsa shop has a significant effect on increasing sales. This means that if the location is set right, it will increase sales, and vice versa, if the location is set incorrectly, it will reduce the level of sales. So that location can be used as a benchmark for the level of sales at Toko Salsa.

Based on the results of this study, the results of research on price variables agree with research conducted by Anugra Puryanda, Dkk (Anugra Puryanda Dkk, n.d.) and Andi Muh. Armin Yusfin, Dkk (Andi Muh. Armin Yusfin et al., 2021) concluded that the location variable has a significant effect on the level of sales, and the location variable jointly has a significant effect on the level of sales. same as research conducted by Karmila concluded that the location variable has a significant effect on the level of sales (Karmila, 2020). Meanwhile, research conducted by Hamidah Hamidah, Dkk (Hamidah et al., 2021) concluded that the location variable and other variables simultaneously affect the sales level but partially the location variable has no effect on variable Y, namely the sales level.

In the Location Variable, the research results obtained are where the Location variable affects the sales level, while in the theory that has been described, the Location variable does not really have a big role in increasing the sales level, while in this study the location has an influence on the sales level, this is because some of the existing buyers are regular customers of stalls from the area around the Batang PLTU project and Dukuh Kampung Sumur where the Salsa Shop is the only shop closest to them. So it is possible that even though there is a less strategic store location, it is able to increase the sales level because the location of Toko Salsa is the closest so that customers do not need to go far to other stores to buy their grocery products.

The location of the Salsa Shop is in accordance with Islamic teachings, where the existence of the Salsa Shop does not damage the environment or disturb the surrounding community, because clearly in Islam this behavior is strictly prohibited because it can cause environmental pollution, as well as conflict with the surrounding community.

3)   The Effect of Islamic Business Ethics on Sales Levels

According to the opinion expressed by Buchari Alma, Ethics is termed as a moral action owned by every human being in carrying out a necessity. Ethics is a study of actions taken by humans, both right actions and actions that are considered wrong and are a moral choice made by a person (Alma, 2003). Meanwhile, business ethics is an action taken by humans related to business activities, be it in the form of buying and selling activities, production, consumption, distribution and so on. (Anoraga, 2009).

Based on the results of data analysis that has been carried out in this study, it can be concluded that the Islamic Business Ethics variable partially does not have a significant effect on the sales level variable. This can be seen in the sig value. t = 0.139 which shows that it is greater than 0.05, which means that H3, namely the Islamic Business Ethics carried out by Toko Salsa, has an effect on the sales level is rejected. therefore, the conclusion is that the Islamic Business Ethics variable does not have a significant effect on the sales level variable. it shows that the Islamic Business Ethics in the salsa shop partially has no effect on increasing sales. This means that the presence or absence of the application of Islamic business ethics carried out by the Salsa Shop has no significant effect on the level of sales at the Salsa Shop. So that Islamic Business Ethics cannot be used as a benchmark for the level of sales at the Salsa Shop.

Based on the results of this study, the results of research on price variables agree with research conducted by Intan Resti Riana and Lu'lu' Nafiati (Intan Resti Riana and Lulu Nafiati, 2021) which concluded that the variable perception of Islamic business ethics is known to have no effect on variable Y, namely the level of sales. Meanwhile, research conducted by Hilmy Khoirotun (Hilmy Khoirotun Nisa, 2019) concluded in his research that the Islamic business ethics variable has a significant effect on variable Y, namely the level of sales.

In the Islamic Business Ethics Variable, the research results obtained are where the Islamic Business Ethics variable has no effect on the level of sales, while in the theory that has been presented, the Islamic Business Ethics variable has a big role in increasing the level of sales, while in this study Islamic Business Ethics has no influence, this is because some of the existing buyers are mostly Muslim customers, where they have high religious tolerance so they don't really consider Islamic Business Ethics. in addition, the large number of immigrant workers from outside and within the country allows some of them to be non-Muslims, so that Islamic Business Ethics are not really considered in buying products at Toko Salsa.

The Islamic Business Ethics of the salsa shop is in accordance with Islamic teachings which in practice the salsa shop does not carry out gharar, usury, fraud, injustice, lies and other disgraceful behavior. In addition, based on information from the shop owner, Mrs. Agustina Wardani, the salsa shop does not sell goods prohibited in Islam, such as wine, khamr, alcohol and so on.

4) The Effect of Price, Location, Islamic Business Ethics on Sales Levels

Based on the results of data analysis that has been carried out in this study, it can be concluded that the variables of Price, Location, and Islamic Business Ethics simultaneously have a significant effect on the sales level variable. This can be seen in the sig value. F = 0.000 which shows less than 0.05, which means that H4, namely Price, Location, and Islamic Business Ethics of Salsa Stores have an effect on the level of sales is accepted. therefore, the conclusion is that the variables of Price, Location, and Islamic Business Ethics simultaneously have a significant effect on the sales level variable.

Based on the results of this study, the results of research on price variables agree with research conducted by Nuri Arisa (Nuri Arisa, 2017), Moch. Real Illavi (Moch. Real Illavi, 2016), Cornelia Dumarya Manik (Cornelia Dumarya Malik, 2015), Fabio Billy Lie (Fabio Billy Lie, Etc., 2021), concluding that simultaneously the price variable has a positive effect on the level of sales.

Research conducted by Anugra Puryanda, et al (Anugra Puryanda, et al, n.d.) and Andi Muh. Armin Yusfin, et al (Andi Muh. Armin Yusfin et al., 2021), Hamidah Hamidah, et al (Hamidah et al., 2021) concluded that the location variable together has a significant effect on the level of sales.

4. CONCLUSION

Based on the results of the analysis and discussion that has been carried out, some conclusions is, The price variable partially does not have a significant effect on the sales level variable.The location variable partially has a positive and significant effect on the sales level variable.The Islamic Business Ethics variable partially has no significant effect on the sales level variable. Price, Location, and Islamic Business Ethics variables simultaneously have a significant effect on the sales level variable.

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