The Effect Of Rental Prices Of Premises, Locations And Facilities On The Income Of Traders In The Upheaval Of Marine Fish In The Center Of Medan Market

Cynthia Tanu Wijaya[1], Pesta Gultom[2]
Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1]
Jl. Merapi No.8, Pusat Pasar, Kec. Medan Kota, Kota Medan, Sumatera Utara 20212
Email : cynthiatanuwijaya06@gmail.com

ABSTRACT

This study aims to determine the effect of Rental Prices for Places, Locations and Facilities on the income of fish traders in the Market Center. The research method used is quantitative research with a survey method that uses questionnaires as a research instrument to collect data. The population in this study was marine fish traders in the Market Center with a population of 68 people. Multiple linear regression research tests are used as an analytical tool to find out how the influence between independent and dependent variables is. The results of this study show that both partially and simultaneously the variable Rental Price of Premises, Locations, Facilities has a significant effect on the Income of Fish Traders in the Market Center. The variable Rental Price of Premises, Locations, Facilities is able to explain the variations that occur in the Income of Fish Traders by 44.4%. This is due to the influence between the Rental Price of The Place, Location, and Facilities on Merchant Income.
Keywords: Facilities, Location, Merchants, Price, Revenue

INTRODUCTION

Indonesia's current economic development can be measured by the rampant development of trade centers. The faster the development of the economy, the greater the demand for the need for the market, both in quantity and quality. Almost all the daily needs of the lower middle class are concentrated in the traditional market. Therefore, the existence of traditional markets must be considered so that the trade sector among the lower middle economy still has access to market its products, (Rosyidi, 2013) (Aditya Pratama, 2018). The traditional market actually has a natural competitive advantage that is not directly owned by its competitors.

The strategic location, a large sales area, a complete diversity of goods, low prices, a bargaining system that shows familiarity between sellers and buyers, are the advantages possessed by traditional markets. Unlike modern shopping centers, where the price of goods has been set and there is no communication between sellers and buyers, (Aditya, 2013) (Aditya Pratama, 2018). Currently, the market is not only a place for buying and selling transactions to occur but the market is also starting to be used as a means of driving the economy. The factor that affects the success of traders in selling their merchandise is the location of trading, the more strategic the location, the easier it is for traders to sell their merchandise.

The choice of market location must be appropriate because it is a significant cost booster and has the power to make a strategy in business. The determining factors for

the development of trade sites include: the number of inhabitants, accessibility, distance and completeness of facilities trade. The transfer of market location will certainly affect the amount of income earned by traders, (Agung, 2011: 37) (Aditya Pratama, 2018). Income that can meet the needs of traders is a concern for all traders, including marine fish traders who sell in fish upheaval places (TPI). The market center located on M.T.Haryono Street No.8 Ps Center has a place of upheaval of marine fish that operates from the early hours of the morning at 2.00 WIB.

The fish upheaval site is managed by the government so that the rent of the place can be reached by traders. The location of the sea fish upheaval place is easily accessible to both traders and buyers because it is in the city center. Although the fish upheaval activity started in the early hours of the morning, it still provides comfort for both traders and buyers because it provides a bright bright light. This study aims to test the effect of rental prices of premises, locations and facilities on the income of marine fishmongers in the market center. The population used is a marine fishmonger in the center of the market. To see the income of traders in the Market Center, it can be seen in the sales data in figure 1 below.
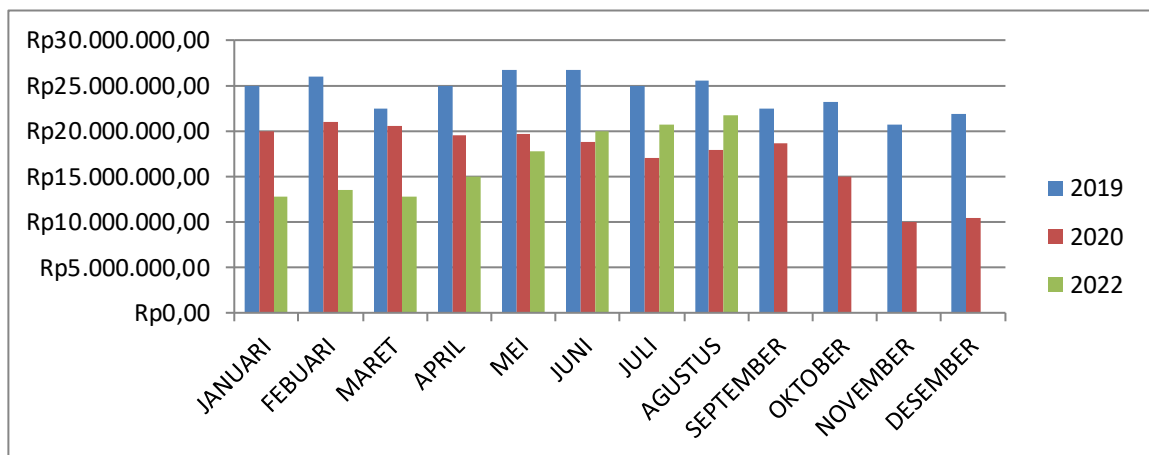

Figure 1. Data on the income of fish traders in the Market Center 2019-2022
Source : The income of traders in the Market Center is processed in the chart, 2022.

Based on figure 1 above, it can be seen that sales before the pandemic, namely in 2019 in January reached 25,000,000 and decreased in March, September, October, November and December, then again increased in the month of increase in February, April, May, June, July, August and the average sales in 2019 reached 24,237,500. During the pandemic in 2021, there has been a decrease in average sales of 17,371,666 and a greater decline In the post-pandemic from January to August 2022, the income of fish traders in the Market Center has not seen an increase, this is because the economy is still unstable due to the Covid-19 pandemic.

LITERATURE REVIEW

Rental Price Theory
Price is the easiest element in a marketing program to customize product features, channels, even communication takes more time. The price also communicates the positioning of the intended value of the company's product or brand to the market. Well-designed and marketed products can be sold at high prices and make a huge profit. According to Fandy Tjiptono (2014:198) (Kotler&Keller, 2012:67)(Kepuasan et al., 2017) : "price can be interpreted as the amount of money (monetary unit) and/or other aspects (nonmoneter) that contains certain utilities or uses necessary to obtain a

product". Price is a factor that affects consumer satisfaction, because price is a determinant of a consumer in making a purchase and pricing has the goal of survival (Kotler and Amstrong, 2012: 122(Kepuasan et al., 2017).

According to Stanton (in Rosvita, 2010:24) (Kepuasan et al., 2017), there are four indicators that characterize prices namely:
1. Affordability
2. Conformity of price with product quality
3. Price competitiveness
4. The conformity of the price with the benefits

Location Theory

According to Rambat Lupiyoadi (2011:92)(Kepuasan et al., 2017): "location is a decision made by a company with regard to the diman of operations and the nature of which it will be placed. Choosing the wrong location of the company will result in losses for the company". Location is a determinant of consumer satisfaction, location is a determinant of purchases and an increase in profits for business people and for business people is very important in determining the location. The location is a strategic location so that it can maximizelaba (Swasta, 2010:339).(Kepuasan et al., 2017)

According to Tjiptono (2014:159) (Kepuasan et al., 2017) location affects the strategic dimensions, as follows:
1. Access
2. Visibility
3. Environment

Facilities Theory

Kotler (1997:146) (Kepuasan et al., 2017) defines facilities as everything that has been provided by a company to consumers that can provide comfort, security, convenience, and satisfaction Elements that need to be considered in the provision of facilities in service businesses. (Fandy Tjiptono, 2014:161) (Kepuasan et al., 2017), namely:
1. Fixtures/Furnishings
2. Room planning
3. Lighting system

Merchant Income Theory, The income (income) of the trader is determined by the factors of the sale of goods produced and the price per unit of each of the factors of production. These prices are determined by the power of supply and demand between sellers and buyers in the market. The merchant's income in this study is also called Total Revenue (TR) which is the amount of income that the merchant receives as a result of total sales. Revenue is formulated as a result of the multiplication between the number of units sold and the price per unit, (Gregory, 2011)(Kepuasan et al., 2017)

The income level indicators according to (Bramastuti 2009, 48) in (Satiti 2014) (Kepuasan et al., 2017) :

1. Monthly income received
2. tuition fee budget
3. family burdens borne

The following is the research hypothesis testing :
H_1. There is an effect of Venue Rental Prices on Merchant Income
H_2. There is an effect of Location on Merchant Revenue
H_3. There is an effect of the Facility on Merchant Income
H_4. There is an effect of Rental Prices of Premises, Locations, Facilities on Merchant Income

The theoretical framework in this study will explain the relationship between each of the variables which can be seen in figure 2 below :
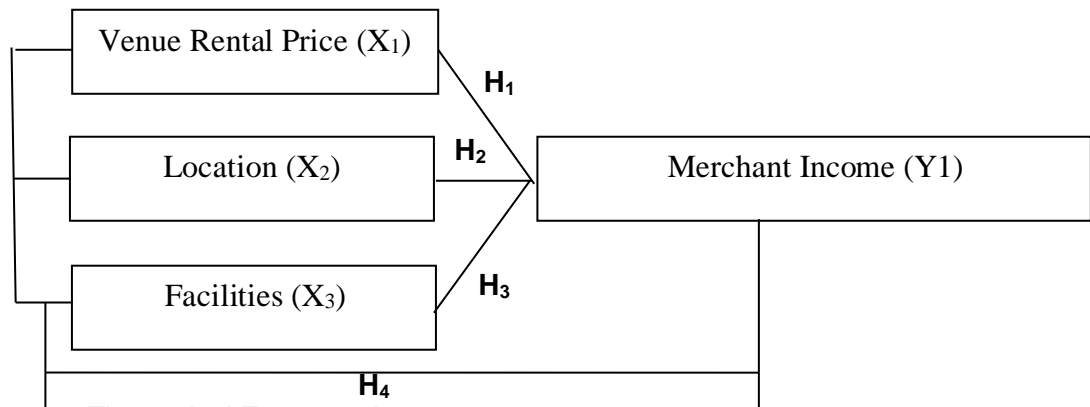

Figure 2. Theoretical Framework

RESEARCH METHOD

This type of research is quantitative research, with a survey method that uses questionnaires as a research instrument to collect primary data. This study examines the influence of independent variables partially and simultaneously on dependent variables, namely Rental Price of Premises (X_1), Location (X_2) and Facilities (X_3) on Income (Y). According to (Sugiyono, 2013, p. 9) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim of testing predetermined hypotheses.

The sample criteria in this study were Fish traders in the Market Center. The measurement scale used is ordinal with a likert scale. The instrument validity test uses the Product Moment correlation technique, while the reliability test uses Alpha Cronbach. The data analysis methods used are descriptive analysis and multiple linear regression analysis.

RESULTS

Respondent Analysis
The population in this study was fish traders in the Market Center with a population of 68 people.

Tabel 1. Characteristics of Respondents

Age of the Trader	Frequency	Percentage
<20Years	-	-
20-30Years	-	-
30-40Years	12	17,65
>40Years	56	82,35
Total	68	100
Long trading	**Frequency**	**Percentage**
< 1Years	-	-
1-3Years	-	-
3-5Years	-	-
>5Years	68	100
Total	68	100

Based on the results of this study, it is known that there is an influence of facilities on merchant income. this has an effect because traders in the market center start carrying out their activities in the early hours of the morning, therefore if the facilities provided are inadequate, it will hinder the activities of traders and buyers. the following results from the processed data showed that the three variables showed a variation of 44.4% where another 55.6% was an unexplained factor.

Validity and Reliability Test
The instrument validity test aims to find out how far the instrument measures what (object) it wants to measure (Muri, 2017). Reliability testing in quantifiedf research can essentially be synonymized with reliable words, consistency and replicability over time, over an instrument and group of respondents. It has to do with precision and accuracy; some features such as altitude, can be precisely measured (Sinambela, 2014). The results of validity and reliability testing in the study can be seen in table 2.

Tabel 2. Validity and Reliability Testing Results

Variable	Indicators	Validity Value	Conclusion	*Cronbach's Alpha*	Conclusion
Venue Rental Price	Price competition	0.845	Valid	0.787	Reliable
		0.948	Valid		
	Monthly rent	0.475	Valid		
		0.940	Valid		
	Annual rent	0.888	Valid		
		0.599	Valid		
	There is a price discount	0.947	Valid		
		0.435	Valid		
Location	Access	0.567	Valid	0.774	Reliable
		0.478	Valid		
	Visionability	0.623	Valid		
		0.611	Valid		
	Close to the highway	0.349	Valid		
		0,567	Valid		
		0.465	Valid		
Facilities	The condition of the facilities is still decent	0.463	Valid	0.719	Reliable
		0.531	Valid		
	Cozy atmosphere	0.396	Valid		
		0.617	Valid		
	Spacious parking lot	0.434	Valid		
		0.424	Valid		
Merchant income	Income received per month	0.602	Valid	0.816	Reliable
		0.416	Valid		
	Cost budget	0.682	Valid		

		0.551	Valid		
	Family burdens borne	0.627	Valid		
		0.718	Valid		

Validity and reliability test results in Table 2. Indicates that the correlation value of each indicator for each latent variable, r > 0.361 and the Alpha-Cronbach value > 0.60. This indicates that all variables are declared valid and reliable.

Multiple Linear Regression Test
In this study, the classical assumption test has been met. Multiple linear regression analysis processed using SPSS version 23 application, with regression equation as follows:

$$\text{Merchant income} = 15{,}567 + 0{,}333 \text{ Rental Price} - 0.200 \text{ Locations} + 1{,}593 \text{ Facilities} + e \ (1)$$

The constant of 15,567 is statistically defined as that if the Rental Price, Location and Facilities are of no value or equal to 0, then the value of the Merchant's Income is 15,567. The regression coefficient of the Rental Price variable (X_1) of 0.333 indicates that if the Variable Rental Price of Premises is increased by 1 unit, then the Merchant's Income will increase by 0.333 units. And the regression coefficient is positive, then the effect of Rental Price on Merchant Income is positive or increases in the same direction. That is, variable Rental prices can have an effect on the Income of Marine Fish Traders in the Market Center. The regression coefficient of the Location variable (X_2) of -0.200 indicates that if the Location variable is increased by 1 unit, then the Merchant's Income will decrease by -0.200 units. If the regression coefficient is negative, then the effect of Location on The Trader's Income is negative or increases in unequal directions. The regression coefficient of the Facility variable (X_3) of 1,593 indicates that if the Facility variable is increased by 1 unit, then the Trader's Income will increase by 1,593 units. And the regression coefficient is positive, then the effect of the Facility on the Trader's Income is positive or increases in the same direction. That is, the Facility variable can have an effect on the Income of Marine Fish Traders in the Market Center.

Tabel 3. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,567	2,529		6,156	,000
	CHARTER PRICE	,333	,201	,230	1,659	,109
	LOCATION	-,200	,457	-,061	-,438	,665
	FACILITIES	1,593	,330	,669	4,832	,000
a. Dependent Variable: INCOME						

Hypothesis Test
T test (Partial Test)
The results of research such as table 3 prove that the Rental Price variable has no partial significant effect on Merchant Income in the Market Center the Rental Price variable shows a calculated value of 1.659 smaller than the ttabel of 2.9015 and a significance value of 0.109 greater than 0.05. Thus, the Rental Price variable has no partial and insignificant effect on the Income of Traders in the Market Center, so H1 is unacceptable. The research can be interpreted that if the rental price of the place has not increased over the past few years due to the Covid-19 pandemic, it will not affect the Income of Traders in the Market Center Table 3 shows the Location variable has a calculated value of -0.438 less than the ttable of 2.9015 and a significance value of 0.665 greater than 0.05. Thus, the Location variable does not have a partial and significant effect on the Merchant's Income in the Market Center, so H2 is unacceptable. The results of this study are not in line with the research of Raymundus I Wayan Ray (2019)(Hidayah, 2016) stating that location variables have a positive and significant effect on the decision to rent a kios.

Table 3 shows the Facility variable has a calculated value of 4,832 greater than the ttable of 2.9015 and a significance value of 0.000 smaller than 0.05. This, the Facility variable exerts a partial and significant influence on the Income of Traders in the Market Center, so that H_3 is acceptable Facilities are physical resources that must exist before services or products can be offered to consumers, facilities can also be in the form of everything that makes it easier for consumers to obtain customer satisfaction

Test F (Simultaneous Influence)
Based on the results of Test F in the Table, F_{count} was obtained by 8,731 with a significance level of 0.000, while F_{tabel} with a significance level of 5% and a degree of freedom (df) = (k-1) (n-k) = (3 − 1) (68 − 3) = (2 ; 65), then the F_{tabel} value was obtained by 3.14. Thus, the fourth hypothesis is acceptable, since the F_{number} (8.731) is greater than the F_{table} (3.14) with a significance level of 0.000 smaller than-at-0.05. The results showed that the variables of Rental Price of Premises, Locations, Facilities had a simultaneous and significant effect on the Income of Fish Traders in the Market Center.

Tabel 4. Test Results F (Simultaneous) ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25,494	3	8,498	8,731	,000b
	Residual	25,306	26	,973		
	Total	50,800	29			

a. Dependent Variable: INCOME
b. Predictors: (Constant), FACILITIES, LOCATION, RENTAL PRICE

Coefficient of Determination Test
The results of the coefficient of determination test (R_2) show a figure of 0.444 or 44.4% (Table 5). These results show that the facility variable and merchant income in the Market Center are able to explain the variation in the Facility variable by 44.4%, while the remaining 55.6% is explained by other variables that are not used in this research model.

Model Summaryb
Tabel 5. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	,708ᵃ	,502	,444	,987

a. Predictors: (Constant), FACILITIES, LOCATION, RENTAL PRICE

c. Dependent Variable: INCOME

DISCUSSION

Based on Table 1, it can be seen that after Traders ranged from 30-40years was 12 respondents (17.65%) and those aged >40years were 56 respondents (82.35%). The length of selling fish traders in the market center is on average >5Years there are traders who have been selling for 20years and there are also those who have been selling for more than 22years. The rental price of the premises has no effect on the income of the merchant. This variable is because the rental price of the merchant's place has not increased in recent years due to the pandemic so that the variable rental price of the place does not affect the income of the trader. According to one of the traders in the Market Center the rental price of the place does not affect the income of the trader because if you rent 1 location or 2 locations the same is not more nurah. This is inconsistent with the research conducted by Md. Moshiur et al (2012) on "The Influence of Service Quality and Price on Cus tomer Satisfaction: An Empirical Study on Restaurant Services in Khulna Division". The results of this study are in line with the research of Nining Putri Astuti (2018) (Nurroidah, n.d.) the results of the study show that rental prices have no effect on Merchant Income.

Facilities affect the income of traders. This variable has an effect because facilities in the form of lighting, comfortable, and clean places are very influential. According to one of the traders the facility affects because the activities of the traders start in the early hours of the morning then the bright lights greatly affect, as well as a clean and comfortable place. This is in accordance with the results of research conducted by Satrika Moha and Sjendry Loindong (2016) regarding "Analysis of Service Quality and Facilities towards Consumer Satisfaction at Yuta Hotel in Ma nado City". The results showed that the quality of services and facilities had an influence on customer satisfaction. The difference with this study is that it does not use price and location variables and the case study at the Yuta Hotel in Manado City (Kepuasan dkk., 2017) (Kepuasan et al., 2017).

Location has no effect on Merchant Income. This variable has no effect because the location of the traders' desks does not determine the merchant's income, this is based on the opinion of one of the traders who said that the location of the seller in the market does not determine the buyers who will shop. This result is consistent with research conducted by (dany esaningrat, 2010) (Aditya Pratama, 2018) whose research results also show that the location of the market also has no significant effect on the level of merchant income. where the market conditions are adjacent to the location of the booth in the middle, so that most of the visitors go around first.

CONCLUSION

Based on the results of this study, it shows that of the 3 variables of Rental Price of Places, Locations, and Facilities, it turns out that the one that has the greatest influence is the Variable of Facilities on Merchant Income in the Market Center. Together. Facilities are physical resources that must exist before services or products can be offered to consumers, facilities can also be in the form of everything that makes it easier for consumers to obtain customer satisfaction.

REFERENCES

Nurroidah, E. (n.d.). *Pendapatan pedagang kios di pasar Desa (The influence of location and rental cost on tragers. 3,1-8.*

Malang, M. K. (2014). *Dampak Lokasi Pasar Terhadap Perubahan Tingkat Pendapatan Pedangang*.

Kesatuan, N., & Indonesia, R. (2020). *Keberadaan Plaza ikan sebagai tempat untuk mengakomodasi 5*(2), 112–118.

Firdausa, R. (2012). *Pengaruh Modal Awal , Lama Usaha Dan Jam Kerja Terhadap Pendapatan*.

Nugroho, N. T., & Utami, I. W. (2020). Pengaruh Modal, Lokasi Usaha, Dan Kondisi Tempat Berdagang Terhadap Pendapatan Pedagang. *Excellent*, *7*(1), 69–75. https://doi.org/10.36587/exc.v7i1.627

Hidayah, N. (2016). *Pengaruh Harga, Fasilitas, Pelayanan, Dan Lokasi Terhadap Kepuasan Pelanggan Pada Rumah Makan Di Kabupaten Bulukumba*. July, 1–23.

Ulang, S., Futsal, L., & Pandemi, P. (2022). *Pengaruh hagra sewa, lokasi dan fasilitas terhadap minat sewa ulang lapangan futsal pasca pandemic covid 19 Nepwi Edwo Perdana 1 , Indah Handaruwati 2 1. 4*(1), 39–52.

Kepuasan, T., Di, K., & Futsal, Z. (2017). *Pengaruh kualitas layanan, fasilitas, harga, dan lokasi terhadap kepuasan konsumen di zona futsal*

Zabala, J. (2017). Analisis dampak relokasi pasar tradisional terhadap pendapatam pedagang sebelum dan sesudah relokasi ke pasar induk di kota Medan (Studi Kasus Pasar Sutomo Medan). *Manajemen Asuhan Kebidanan Pada Bayi Dengan Caput Succedaneum Di Rsud Syekh Yusuf Gowa Tahun*, *4*, 9–15.

Pusat, D., & Sidikalang, P. (2017). *Pengaruh Lokasi Dan Harga Terhadap Keputusan Pedagang Menyewa Kios (Study Kasus Perusahaan Daerah Pusat Pasar Sidikalang) Skripsi*.

Faisal, M., Susimba, D., & . M. (2017). Servicecape, Harga, Lokasi Dampaknya Terhadap Keputusan Sewa. *Jurnal Study and Management Research*, *14*(2), 1. https://doi.org/10.55916/smart.v14i2.19

Kasus, S., Kontrakan, R., Suherman, B. H., & Klender, B. (2021). *Pengaruh Lokasi dan Harga Terhadap Keputusan Sewa Rumah Kontrakan Abstrak. 3*(1), 1–10.

Aditya Pratama. (2018). Pengaruh Modal, Lokasi Dan Jenis Dagangan Terhadap Pendapatan Pedagang Pasar. *Jurnal Mitra Manajemen*, *2*(februari), 239–251. http://e-jurnalmitramanajemen.com/index.php/jmm/article/view/125/69

Chisala Deborah, M. (2015). *Welfare sanitary facilities for market traders in Lusaka district*. http://bora.uib.no/bitstream/handle/1956/10176/133483686.pdf?sequence=1

Abdallah, A. A. (2010). Economic growth and income inequality in sudan: An empirical investigation. *Jurnal Ekonomi Malaysia*, *44*(1), 109–114.

Daulay, N. K., Siahaan, A., Siregar, I. A., & Ariska, L. (2022). *SOURCES OF SCHOOL INCOME AT THE JAM ' IYAH MAHMUDIYAH FOUNDATION. 5*(2), 501–510.