

## The Influence of Business Locations on Sales Volume

Dhea Paramitha

Management Study Program, Sekolah Tinggi Ilmu Ekonomi LMII, Indonesia

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### ABSTRACT

This study aims to find out the Factors That Affect the Sales Volume of Traders in Tanjung Morawa Market. The samples used in this study were Tanjung Morawa Market Traders, aged 17 years or older, and were traders who owned businesses in Tanjung Morawa market. The number of samples is calculated using the formula slovin then obtained the number of samples as many as 244 people. The results of this study showed that free variables, namely Business Location, have a positive and significant effect on the Sales Volume of Tanjung Morawa market traders.

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**E-mail:**

[dhea.paramitha95@gmail.com](mailto:dhea.paramitha95@gmail.com)

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### INTRODUCTION

The market is an area where the number of sellers buy and sell more than one either referred to as shopping centers, traditional markets, shops, malls, plazas, trade centers and other designations. Traditional market is a market in the form of shops, kiosks, los, and tents owned / managed by small, medium-sized traders, cooperatives with small businesses, small capital and through the process of buying and selling merchandise with bargains. In this research, the traditional market that was used as the object of research by the author is Tanjung Morawa Market, Deli Serdang Regency, North Sumatra.

The existence of Tanjung Morawa Market has a large contribution to the economy of its people, this is because many people make Tanjung Morawa market as their place to earn income through the profession of Traders. In trading activities, traders are people or institutions that trade products or goods to consumers, either directly or indirectly.

Every business will not be separated from the increase and decrease in the number of sales. However, either the decrease or the increasing number of sales faced must be resolved immediately, so that things can go as expected. The declining number of sales can be caused by changing consumer tastes, rising prices and increasingly competitive business competition (Antyadika, 2012).

The decrease in the highest number of sales faced by traders in traditional markets is caused by the location / environment in which to do business. Traders whose location is close to the entrance of the market, will always be crowded by buyers because of its strategic location, easy to see and reach. Similarly, traders whose sales locations are behind the market or inside the market complex, they will be quietly visited by buyers. However, the limited location causes many traders who occupy areas that are not intended for sales efforts, such as around the road yard and road bodies that can disrupt the course of transportation so that it often causes congestion. Although when viewed from the sales volume, it is not necessarily lower when compared to traders who occupy permanent locations or places to sell (Purnama, 2011).

Types of merchandise in Tanjung Morawa Market are very varied such as daily needs, household appliances, even agricultural equipment is also available and other people's necessities. So it is natural if the number of traders in Tanjung Morawa Market is very large. This type of trading will also affect the level of sales of market traders which will later affect the welfare of market traders. Many traders change their type of trade because the old type of merchandise is considered not able to give a lot of profit so many turn to a new type of trading

that is considered to give a large profit without the permission of the market manager. Like one example of traders who initially sold fresh fruits switched to vegetables because vegetables are more sought after by buyers in Tanjung Morawa Market, so the data of traders listed in the market manager is still the old type of merchandise according to the trade permit submitted by the trader.

## METHOD

According to Sugiyono (2013: 20) the object of research is an attribute, nature or value of people, objects or activities that have certain variations that are determined by the researcher to study and then draw conclusions. The object of this research is Tanjung Morawa Market. The subjects in this study were Tanjung Morawa Market Traders.

According to Ghozali (2011: 247), the population is all research subjects in the form of a collection of individuals with certain qualities and characteristics that have been determined for research. Based on this definition, the population used in the study was 625 traders of the Tanjung Morawa Market.

Research location is a place where research is conducted. Determining the research location is a very important stage in research, because the determination of the research location means that objects and objectives have been determined so that it makes it easier for the author to conduct research. In this study, the location or place determined to conduct research is Tanjung Morawa Market, Jl. Perintis Kemerdekaan No. 135, Tj. Morawa A. Deli Serdang Regency.

According to Ghozali (2011: 1248) The sample is part of the population which is taken from some data sources and can represent the population. The method used in sampling is probability sampling with simple random sampling technique, namely the simplest sampling technique (simple) by taking random samples regardless of the level in the population.

In this study, the sampling method used the Slovin formula, which is a formula or formula to calculate the minimum number of samples if the behavior of a population is not known with certainty. The calculation of the Slovin formula is as follows:

$$n = N / (1 + (N \times e^2))$$

Information :

n = number of samples N = population

e = Margin of error

The following is the sample size notation using the Slovin formula in this study with a margin of error of 5% or 0.05:

$$n = N / (1 + (N \times e^2))$$

$$n = 625 / (1 + (625 \times 0.05^2))$$

$$n = 625 / (1 + 625 \times 0.0025)$$

$$n = 625 / (1 + 1.5625)$$

$$n = 625 / 2,5625$$

$$n = 243,9024$$

If rounded, the minimum sample size of the 625 population at a 5% margin of error is 244, so the sample set in this study is 244 respondents. Respondents were collected by distributing questionnaires directly to the research object, namely Tanjung Morawa Market.

## RESULTS AND DISCUSSION

### Results of Data Analysis Techniques

The distribution of questionnaires in this study was carried out by distributing questionnaires to 244 respondents for 2 days, from 31 May 2020 to 1 June 2020 which was held at Tanjung Morawa Market. The data obtained based on the results of the respondents' answers were calculated using the help of SPSS 19 with the Likert scale calculation method per question item on each of the available variable indicators.

### Validity test

In this study, the validity test was carried out by measuring variables through the factor analysis method with the help of SPSS 19. The validity test technique used in this study was the factor analysis technique using the Kaiser Meyer-olkin measure of sampling adequacy (KMO MSA) with a greater value. of 0.5 and a loading factor of at least 0.50. The value of the Kaiser meyer-olkin measure of sampling adequacy (KMO MSA), anti image and loading factor if it is greater than 0.50 then the analysis process can continue, it is concluded that all indicators are valid, if the Kaiser meyer-olkin measure of sampling adequacy (KMO MSA) value, anti image and loading factor less than 0.50 then the variable with the smallest value must be excluded and so on until there is no value less than 0.50 the results of the validity test can be seen as follows:

Table 1. Validity Test Results

Variabel	indikator	KMO	Anti Image	loading factor	Keterangan (>0,50 valid)
Lokasi	X1.1		0,704	0,659	Valid
Usaha (X)	X1.2		0,678	0,666	Valid
	X1.3	0,684	0,648	0,768	Valid
	X1.4		0,737	0,635	Valid
	Volume	Y1.1		0,848	0,603
Penjualan (Y)	Y1.2		0,763	0,729	Valid
	Y1.3	0,796	0,751	0,748	Valid
	Y1.4		0,864	0,566	Valid

Table 1 above shows that all indicators of the Business Location (X1) and Purchase Intention (Y) variables are valid. All KMO, Anti-image, and loading factor > 0.50. This shows that the data is valid and can be investigated further.

### Reliability Test

Reliability test is used to measure the indicators of each variable. The method used to test the reliability using Cronbach Alpha which is calculated by SPSS version 19. The indicator of each variable is reliable if Cronbach's Alpha > 0.6 and the Cronbach's Alpha value is greater than Cronbach's Alpha if the item is deleted. The results of the reliability test on each indicator can be seen in the following table:

Table 2. Reliability Test Results

Variabel	Indikator	Cronbach's alpha	Cronbach's alpha if item deleted	Keterangan (>0,05 valid)
Lokasi Usaha (X)	X1.1		0,561	Reliabel
	X1.2		0,562	Reliabel
	X1.3	0.615	0,480	Reliabel
	X1.4		0,575	Reliabel
Volume Penjualan (Y)	Y1.1		0.805	Reliabel
	Y1.2		0.757	Reliabel
	Y1.3	0.827	0,748	Reliabel
	Y1.4		0,815	Reliabel

As illustrated in table 2 above, the reliability test results with a Cronbach Alpha value > 0.6 and a Cronbach Alpha value greater than Cronbach Alpha if the item is deleted, it can be concluded that all variables are reliable, and further analysis can be carried out.

### Results of Respondent Characteristics Analysis

The sampling method in this study used simple random sampling. The distribution of this questionnaire was carried out for 2 days, from 31 May to 1 June 2020 by distributing the questionnaire directly to the research location, namely the Tanjung Morawa market, registered as many as 244 respondents who filled out the questionnaire. An overview of the characteristics of the respondents as a result of distributing questionnaires can be seen in the following table:

Table 3. Characteristics based on Gender

Pertanyaan	Kriteria	Frekuensi	Persentase
Jenis Kelamin	1. Perempuan	148	60,7%
	2. Laki-laki	96	39,3%
<b>Total</b>		<b>244</b>	<b>100%</b>

Based on the results of the research in table 3 above, it can be seen from 244 respondents as many as 60.7% of respondents were female, and as many as 39.3% of respondents were male. The percentage of respondents in this study tended to be more female, this shows that the traders in the Tanjung Morawa market are mostly dominated by female traders.

Table 4. Age of Respondents

Variabel	Kriteria	Frekuensi	Persentase
Usia Responden	1. 15-25 tahun	9	3,7%
	2. 26-30 tahun	22	9,0 %
	3. 31-40 tahun	72	29,5%
	4. >40 tahun	141	57,8 %
<b>Total</b>		<b>244</b>	<b>100%</b>

Based on the results of the research in table 4, it can be seen from 244 respondents as many as 57.8% were respondents aged > 40 years, followed by respondents aged 31-40 years at 29.5%. This shows that respondents in this study were dominated by people aged > 40 years, this is because the traders who have businesses in Tanjung Morawa Market are indeed dominated by parents.

Table 5. Characteristics Based on Recent Education

Variabel	Kriteria	Frekuensi	Persentase
Pendidikan Terakhir	1. SD	4	1,6%
	2. SMP	14	5,7%
	3. SMA	212	86,9%
	4. SARJANA	14	5,7%
<b>Total</b>		<b>244</b>	<b>100%</b>

Table 6 Characteristics by Type of Trade

Variabel	Kriteria	Frekuensi	Persentase
Jenis Dagangan	1. Sayuran	81	33,2%
	2. Kain	27	11,1%
	3. Makanan/Minuman	5	2,0%
	4. Ikan	39	16,0%
	5. Daging Ayam	23	9,4%
	6. Buah	12	4,4%
	7. Kelontong	8	3,3%
	8. Telur	7	2,9%
	9. Beras	5	2,0%

10. Kelapa	3	1,2%
11. Rempah	4	1,6%
12. Plastik	3	1,2%
13. Daging Lembu	8	3,3%
14. Daging Kambing	7	2,9%
15. Bakso	2	0,8%
16. Bunga	4	1,6%
17. Bumbu	6	2,5%
18. Daging Babi	0	0%
19. Peti Es	0	0%
20. Parabot	0	0%
21. Pakaian	0	0%
22. Alat Tulis	0	0%
23. Sandal	0	0%
<b>Total</b>	<b>244</b>	<b>100%</b>

Based on the results of the research in table 6, it can be seen that from 244 respondents, respondents with the type of vegetable trade were in the highest number, namely as many as 86 people or 33.2%, followed by respondents with the type of fish trade as many as 39 people or by 16%. This shows that the respondents in this study were dominated by traders who trade vegetables, this is based on the fact that traders in Tanjung Morawa Market are dominated by vegetable traders.

Table 7. Sales Volume of Tanjung Morawa Market Traders (in Rupiah)

Variabel	Kriteria	Frekuensi	Persentase
Volume	Rp.5.000.000-Rp.10.000.000	106	43,4%
Penjualan (Dalam Rupiah)	Rp.11.000.000-Rp.20.000.000	23	9,4%
	Rp.21.000.000-Rp.35.000.000	94	38,5%
	Rp.36.000.000-Rp.50.000.000	21	8,6%
<b>Total</b>		<b>244</b>	<b>100%</b>

Based on the analysis test that has been done, it can be concluded:

### Qualitative Analysis Results

Based on the results of the qualitative test analysis on variable X1, the highest positive indicator is in the third indicator, namely "Many people pass by around my business location, thus allowing spontaneous purchases", and the next biggest indicator is in the second indicator, namely "My business location. can be seen clearly from a normal point of view ", then in the statement " The parking lot around my business location is spacious, comfortable and safe ".

### Hypothesis Analysis Results

The hypothesis "Business location has a significant effect on the number of sales of traders at Tanjung Morawa Market" is accepted. This result is supported by information from table 4.11 which shows that the t value of the Business Location variable is greater than the t table value and the t significance value is smaller than the degree of confidence value. These results indicate that the Business Location variable significantly affects the Sales Volume of Traders at Tanjung Morawa Market.

## CONCLUSION

Based on the results of research and discussion that has been carried out regarding the effect of Business Location on sales volume at Tanjung Morawa Market traders, it can be concluded that this research supports the proposed hypothesis, namely:



There is a positive and significant influence on the independent variable (X), namely Business Location on the dependent variable (Y), namely Sales Volume at Tanjung Morawa Market Traders. This shows that the more strategic a business location is, the higher the sales volume that can be obtained by traders. This shows that business location is one of the determining factors for the sales volume of a business, especially for the traders of the Tanjung Morawa market according to the case studies examined in this study.

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