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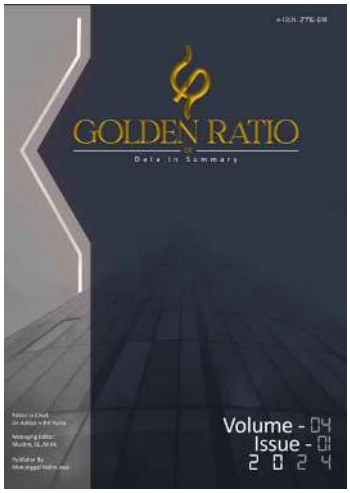

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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Influence of Selling Prices on Rice Farmers' Income in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency

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Abstract: This research aims to find out how much the selling price influences the income level of rice farmers in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency. The type of research used is a quantitative approach method. The population in this research is rice farmers in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency. The samples in this research were 78 rice farmers. The type and technique of data collection used in this research is primary data using a questionnaire. The data analysis methods used are instrument tests, namely validity and reliability tests, Descriptive Statistical Analysis, Regression Analysis, Hypothesis Testing, namely the t-test (partial test) and the Coefficient of Determination (R^2) test. The results of this research show that the selling price variable has a tcount value of 9.208 while the t-table is 1.991, indicating that the t-count > t-table value is significant at 0.000 because the significance is smaller than 0.05 (0.000<0.05) so it can be concluded that partially the Selling Price (x) significantly influences Income (Y). This is indicated by a tcount value of 9.208 ttable 1.991 and a significant value of 0.000 < 0.05. The Determination Coefficient (R^2) was obtained at 0.527 so it can be seen that the ability of the Selling Price (X) variable to explain the Income (Y) variable is 0.527 or 52.7% and the remaining 47.3% is explained by other variables not included in the research model This. It is recommended that rice farmers pay more attention to determining selling prices. Because setting selling prices greatly affects farmers' income. Apart from paying attention to the selling price, farmers must also pay attention to all the costs incurred in maintaining rice.

Keywords: Selling Price, Income.

1. INTRODUCTION

The agricultural sector is a sector that makes a significant contribution to developing the economy of developing countries, especially Indonesia. This is because Indonesian agriculture has never been separated from sectors that reflect needs and support life activities. The potential of Indonesia's agricultural sector is supported by the existence of natural resources, as well as the climate or weather which is very good for farming. Even though the agricultural sector can support the majority of the population, this sector is still unable to improve the living standards of farmers. The sacrifices that farmers have made to meet basic needs are not commensurate with the income earned by farmers. The benefits of improving the agricultural sector in Indonesia are greatly felt through the development results that have been achieved so far. The history of Indonesia from the past until now cannot be separated from the agricultural sector and the plantation sector, because these sectors have an important role in shaping various economic and social realities of society in various cities or regions of Indonesia. Indonesia is an agricultural country that has abundant natural resource capital, thus providing opportunities for agricultural businesses to develop. An indicator that can measure the level of welfare of farmers and farm workers is income. Income is in the form of income received by the community within a certain time through activities or activities carried out in the form of sales of goods or services. Farmers' welfare increases if farmers' income also increases. Income is a very

important indicator to find out the amount or profit obtained by comparing the costs of the results received or all the costs incurred on that income. Income is often used to measure the success of a business , therefore, to increase farmers' income or profits, farmers must know what factors can influence income, such as land area , capital and production costs that have been incurred. Percut Sei Tuan District is a sub-district located in Deli Serdang Regency which consists of 18 villages, one of which is Tanjung Selamat Village. Most of the residents of Tanjung Selamat Village earn their living as rice farmers. Therefore, almost the average population of Tanjung Selamat Village depends on their livelihood and business as farmers and farm laborers. Based on the results of observations made in Tanjung Selamat Percut Sei Tuan Village, there are several problems that become obstacles to farmers achieving success in managing their farming business, namely unsatisfactory grain prices, expensive farm labor costs or labor costs, the influence of the climate. Not good, and subsidized fertilizers are difficult to obtain, resulting in problems above greatly affects the income of farmers.

Income level is one of the criteria in determining whether a region is developed or not. If income in an area is relatively low, it can be said that the progress and prosperity of that area will be low, and vice versa. Likewise with prices, prices can also affect income, if the price of an item decreases, the quantity offered will increase and vice versa. The following is the price of rice which can affect the income of rice farmers.

Table 1. Price List for Rice in Tanjung Selamat Village for the 2021-2023

Year	Rice Price Per/Kg 1st season	Rice Price Per/Kg 2nd season
2021	4,400	4,600
2022	4,600	5,300
2023	5,300	6,800

Source: Central Statistics Agency, https://www.bps.go.id on 21 October 2023

Based on Tabel 1 on the price of rice in Tanjung Selamat Village, Kec. Percut Sei Tuan Kab. Deli Serdang. The highest selling price for rice will be in 2023, namely in the 2nd season, at 6,800 per/kg Apart from the price factor, there are other factors that can influence income, one of which is production costs or costs incurred. Production costs are costs incurred by a farmer in or during the production process and bringing it into a product, such as capital costs, fertilizer costs, pest poison costs and other treatment drugs as well as harvest costs. Basically, farmers in selling their production must achieve the expected profit because profit is the main goal in the process of agricultural activities. However, sales made by farmers do not guarantee that the farmers will make a profit. This is because the sales proceeds must be deducted from the costs incurred by the farmers. Observation data for several rice farmers in Tanjung Selamat Village, Kec. Percut Sei Tuan Kab. Deli Serdang from 2021 to 2023 as follows:

Table 2. Data on Rice Farmers' Income for 1 in Tanjung Selamat Village Season in Year 2021

No	Name	Rice Farmer Income for 1 Season (Rp)		
		Land area	Production result	Sales results
1.	Bendri Sagala	8,800m ^{2}	5,625 Kg	IDR 24,750,000
2.	Monang Siregar	5,200m ^{2}	2,925 Kg	IDR 12,870,000
3.	Nelson Naibaho	12,800m ^{2}	9,375 Kg	IDR 41,250,000
4.	Osman Sitanggang	20,000m ^{2}	13,500 Kg	IDR 59,400,000
5.	Pardamean Sitohang	20,000m ^{2}	10,500 Kg	IDR 46,200,000
6.	Parningotan Sianturi	6,000m ^{2}	3,000 Kg	IDR 13,200,000
7.	Antonius Simamora	16,800m ^{2}	11,250 Kg	IDR 49,500,000

Source: Interview on October 23, 2023

Table 3. Data on Rice Farmers' Income for 1 Season in Tanjung Selamat Village Year 2022

No	Name	Rice Farmer Income for 1 Season (Rp)		
		Land area	Production result	Sales results
1.	Bendri Sagala	8,800m ^{2}	6,000 Kg	IDR 27,600,000
2.	Monang Siregar	5,200m ^{2}	3,375 Kg	IDR 15,525,000
3.	Nelson Naibaho	12,800m ^{2}	10,125 Kgs	IDR 46,575,000
4.	Osman Sitanggang	20,000m ^{2}	14,250 Kg	IDR 65,550,000
5.	Pardamean Sitohang	20,000m ^{2}	10,875 Kg	IDR 50,025,000
6.	Parningotan Sianturi	6,000m ^{2}	3,150 Kg	IDR 14,375,000
7.	Antonius Simamora	16,800m ^{2}	11,400 Kg	IDR 52,440,000

Source: Interview on October 23, 2023

Table 4. Data on Rice Farmers' Income for 1 Season in Tanjung Selamat Village Year 2023

No	Name	Rice Farmer Income for 1 Season (Rp)		
		Land area	Production result	Sales results
1.	Bendri Sagala	8,800m^2	6,825 Kg	IDR 46,410,000
2.	Monang Siregar	5,200m^2	3,900 Kg	IDR 26,520,000
3.	Nelson Naibaho	12,800m^2	10,875 Kg	IDR 73,950,000
4.	Osman Sitanggang	20,000m^2	15,000 Kg	IDR 102,000,000
5.	Pardamean Sitohang	20,000m^2	11,250 Kg	IDR 76,500,000
6.	Parningotan Sianturi	6,000m^2	3,375 Kg	IDR 22,950,000
7.	Antonius Simamora	16,800m^2	12,000 Kg	IDR 81,600,000

Results of interviews conducted on October 21 2023 with rice farmers in Tanjung Selamat Village, Kec. Percut Sei Tuan Kab. Deli Serdang can be seen from the comparison between income from 2021-2023 that the income of rice farmers has increased quite high in 2023. This is enough to make the farmers satisfied because from previous years only this year the price of grain has increased significantly. high enough. However, with this income, many farmers say that behind the increase in grain prices, the maintenance costs they incur are also quite large because maintenance costs have also experienced an increase in prices. Apart from the quite large costs of maintaining rice, there are also many rice farmers in Tanjung Selamat Village who farm but do not have private land, so they also have to pay land rent. As a result of the interviews, the farmers also said that the selling price during the current harvest season affected their income, because the selling price this year which increased quite a bit helped the farmers in Tanjung Selamat Village. Therefore, based on the problems described above, the researcher is interested in conducting thesis research entitled "The Influence of Selling Prices on the Income of Rice Farmers in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency".

2. LITERATURE REVIEW

2.1 Study Previous

Before analyzing further, the author will examine works that are related to this problem. There are many studies, articles that discuss and research selling prices. Each study has similarities and differences with this research. So the author tries to examine several works with the same direction of thought.

Table 5. Prior Research

No	Authors	Title	Research methods	Research result
1.	Sri Rahayu (2020)	The Influence of Production Costs and Selling Prices on the Income of Clove Farmers in	Quantitative Approach	The research results show that production costs and selling prices

No	Authors	Title	Research methods	Research result
		Wonokarto Village, Ngadirojo District, Pacitan Regency		have a significant effect on income
2.	Joni Arman Damanik (2014)	Analysis of Factors Affecting Rice Farmers' Income in Masaran District, Sragen Regency	Quantitative research with quantitative data	The research results show that prices have a positive and significant effect on income in Masaran sub-district
3.	Mutiara Fahriza (2021)	The Effect of Setting Selling Prices on Income in Lutvi Medan's Creation Trading Business	Associative Research	Based on the research results that have been tested, it is known that selling price has a positive effect on income
4.	Ni Wayan Ari Santi, Iyus Akhmad Haris, Nyoman Sujana (2019)	The Influence of Selling Price and Sales Volume on UD's Income. Male Broilers in Batumulapan Hamlet, Klungkung Regency in 2015-2017	Casuality	The research results show that selling price and sales volume have a positive and significant effect on income

2.2 Research Conceptual Framework

A conceptual framework is a relationship or connection between one concept and another concept of the problem you want to research. Based on the theoretical basis that has been described in the related theory, in this study the researcher determined the research conceptual framework, namely the independent variable and the dependent variable. An independent variable (free variable) is a variable that is the cause of changes or emergence of the dependent (dependent) variable. This research is about analyzing the effect of selling prices on rice farmers' income. To facilitate research, the following research framework is proposed.

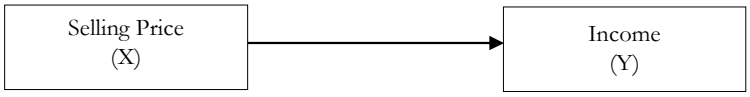

Figure 1. Conceptual Framework

2.3 Research Hypothesis

A hypothesis is a temporary statement whose truth is still weak, therefore its truth needs to be tested. Hypothesis is also defined as an estimate of the relationship between two or more variables. So a hypothesis means a guess or temporary answer whose truth still has to be tested (Siregar S in Nikolaus Duli (2019: 130). The hypothesis in research is:

H_0 : There is no positive and significant influence of selling price (X) on the income (Y) of rice farmers in Tanjung Selamat Village.
H_1 : There is a positive and significant influence of selling price (X) on the income (Y) of rice farmers in Tanjung Selamat Village.

3. RESEARCH DESIGN AND METHOD

This research approach uses a quantitative approach. The Quantitative Approach is an approach that emphasizes testing theories or hypotheses through measuring research variables in quantitative figures and carrying out data analysis and static procedures and systematic modeling.

Quantitative research methods are a method used to answer research problems related to data in the form of numbers and statistical programs. In implementing this approach, the problem is more often directed into a quality relationship, so that the problem formulation can be explained in the form of a relationship between various variables. This research was conducted in Tanjung Selamat Village, Kec. Percut Sei Tuan Kab. Deli Serdang, the research will start from October 2023 to April 2024.

3.1. Population and Sample

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study were rice farmers in Tanjung Selamat Village with a total of 350 people.

Table 6. Distribution of Farmer Population Per Hamlet

No	Hamlet name	Number of Farmers/People
1	Hamlet I	28
2	Hamlet II	9
3	Hamlet III	9
4	Hamlet IV	10
5	Village V	6
6	Hamlet VI	11
7	Hamlet VII	164
8	Hamlet VIII	9
Total		**350 People**

According to Nikolaus Duli (2019: 56) states that "Sample is part of the number and characteristics possessed by the population. What was taken was the entire population of rice farmers in Tanjung Selamat Village which was the object of research and used the Slovin method and using an error rate of 10% . To determine the minimum sample required if the population size is known, the Slovin formula can be used (Sevilla in Husein Umar 2003: 141). So the sample per rice farmer based on proportions in this study is:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n : Sample Size
N : Population Size
E : Maximum tolerable error limit or allowance for inaccuracy due to sampling error (10%)
1 : Constant Value

$$n = \frac{350}{1 + 350\ (0.1)^2}$$
$$n = \frac{350}{1 + 350\ (0.01)}$$
$$n = \frac{350}{1 + 3{,}5}$$
$$n = \frac{350}{4{,}5}$$
$$n = 77{,}7$$
$$n = 78 \text{ farmer } (fulfilled)$$

The number of samples per hamlet is calculated using the formula:

$$n.s.i = \frac{Ni}{N} x\ n$$

Information:
N : Total population
n : Total sample
Ni : Population of each hamlet
nsi : Samples from each Hamlet

Table 7. Distribution of Sample Numbers Per Hamlet

No	Hamlet name	Number of Farmers	Number of Respondents
1	Hamlet I	28/350x78	6
2	Hamlet II	9/350x78	2
3	Hamlet III	9/350x78	2
4	Hamlet IV	10/350x78	2
5	Hamlet V	6/350x78	1
6	Hamlet VI	115/350x78	26
7	Hamlet VII	164/350x78	37
8	Hamlet VIII	9/350x78	2
Total		**350**	**78**

3.2. Types and Techniques of Data Collection

The type of data used in this research is primary data (directly from the field) through empirical and systematic studies. There are several types of research, namely questionnaires and interviews. A questionnaire is a research tool that contains a list of a number of questions and written statements that are used to obtain information or data from respondents regarding matters related to user requests. A questionnaire or questionnaire is a data collection method that is carried out by providing a set of questions or written statements to respondents to provide responses according to user requests. In this research, questionnaires were distributed directly and indirectly to rice farmers in Tanjung Selamat Village, Kec. Percut Sei Tuan. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, and also if the researcher wants to know things from respondents that are more in-depth in that the respondents are few/small. If the interview is conducted well, it will produce in-depth data that is impossible to obtain with a questionnaire, the interviewer can ask again for answers that are unclear/incomplete.

3.3. Operational Definition

Operational definitions of variables are needed to explain the variables identified as an effort to understand in research. The problem solving method for the object of discussion is determined by determining the research variables which are described into subvariables. Next, it is translated into indicators, then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions. Furthermore, the operational definition of each variable that will be used in this research is explained in table 8 in below:

Table 8. Framework

Variable	Variable Definition	Indicator
Selling price (X)	The amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service	Production cost Cost classification Production cost collection method Calculation of the cost of production

Variable	Variable Definition	Indicator
Income (Y)	Income refers to the total money or economic value received by factors of production, such as labor or capital, in return for their participation in the production process	Sales volume Selling price

3.4. Data analysis

The measuring scale used to calculate respondents' score answers uses a Likert scale. There are 4 scales used in this research as follows:

Table 9. Likert Scale Measurement

Evaluation	Weight
Strongly agree	5
Agree	4
Neutral	3
Don't agree	2
Strongly Disagree	1

4. RESULT AND DISCUSSION

4.1. Validity Test Results

Validity is a measure that shows the level of legitimacy and validity of an instrument. The validity test is carried out by comparing the calculated r value (Correlate item-total correlations) with the r table. If the calculated r value > table r and is positive at 5% significance then the data can be said to be valid. Conversely, if r count < r table then the data is invalid. Validity test results can be seen in the table below:

Table 10. Test the Validity of Selling Price (X)

Statement Items	Error Rate	R Table	Results		Information
			Sig.	R Count	
X_1	0.05	0.2199	0,000	0,540	Valid
X_2	0,05	0,2199	0,000	0,726	Valid
X_3	0,05	0,2199	0,000	0,691	Valid
X_4	0,05	0,2199	0,000	0,657	Valid
X_5	0,05	0,2199	0,000	0,796	Valid
X_6	0,05	0,2199	0,000	0.630	Valid
X_7	0.05	0.2199	0,000	0.731	Valid
X_8	0.05	0.2199	0,000	0.683	Valid
X_9	0.05	0.2199	0,000	0.731	Valid
X_{10}	0.05	0.2199	0,000	0.700	Valid

In testing the validity of the instrument, the selling price item, the researchers took a sample of 78 respondents, namely residents of Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency. The instrument calculation results from the 10 statement items were declared valid.

Table 11. Income Validity Test Results (Y)

Statement Items	Error Rate	R Table	Results		Information
			Sig.	R Count	
Y_1	0.05	0.2199	0,000	0.814	Valid
Y_2	0.05	0.2199	0,000	0.824	Valid
Y_3	0.05	0.2199	0,000	0.847	Valid
Y_4	0.05	0.2199	0,000	0.811	Valid

4.2. Reliability Test Results

Reliability is constancy (consistency) if a test is tested several times and the results are relatively the same, meaning that after the results of the first test and the next test are correlated, there is a significant correlation result. The reliability test of the instrument can be seen from the magnitude of the Cronbach Alpha value for each variable. The instrument for measuring each variable is said to be reliable if it has a Cronbach Alpha of more than 0.60. Reliability test results can be seen in the table below:

Table 12. Instrument Reliability Test Results

Variable	Number of Statement Items	Cronbach Alpha value	Information
Selling price	10	0.874	Reliable
Income	4	0.837	Reliable

Based on Table 12, it is found that each variable has a Cronbach Alpha > 0.60. Thus the selling price and income variables are said to be reliable.

4.3. Descriptive Research Variables

The following is a recapitulation table of respondents' answers and the frequency of respondents' answers to the questionnaire that the researcher distributed through distributing questionnaires. In measuring the Selling Price variable, researchers used 4 indicators with 10 statements. The description of the results of the recapitulation analysis of respondents' answers to the 4 X indicators (Selling Price) is as follows:

Table 13. Recaptulation of Respondents' Answers to Variable X (Selling Price)

Variable (X)	Number of Respondents					Total	%
	STS (1)	T.S. (2)	N(3)	ST (4)	SS (5)		
X_1	2(2.6%)	6(7.7%)	38(48.7)	22(28.2%)	10(12.8)	78	100%
X_2	6(7,7%)	5(6,4%)	12(15,4%)	38(48,7%)	17(21,8%)	78	100%
X_3	3(3,8%)	2(2,6%)	18(23,1%)	41(52,6%)	14(17,9%)	78	100%
X_4	1(1,3%)	2(2,6%)	10(12,8%)	50(64,1%)	15(19,2%)	78	100%
X_5	1(1,3%)	2(2,6%)	18(23,1%)	38(48,7%)	19(24,4%)	78	100%
X_6	1(1,3%)	2(2,6%)	15(19,2%)	38(48,7%)	22(28,2%)	78	100%
X_7	1(1,3%)	2(2,6%)	13(16,7%)	41(52,6%)	21(69,9%)	78	100%
X_8	1(1,3%)	0	15(19,2%)	36(46,2%)	26(33,3%)	78	100%
X_9	1(1.3%)	3(3.8%)	19(24.4%)	33(42.3%)	22(28.2%)	78	100%
X_{10}	1(1.3%)	2(2.6%)	14(17.9%)	42(53.8%)	19(24.4%)	78	100%

Source: SPSS 22 Primary Data Processing Results

In measuring the Income variable (Y), researchers used 2 indicators with 4 statements. The description of the results of the recapitulation analysis of respondents' answers to the 2nd indicator Y (Income) is as follows:

Table 14. Recaptulation of Respondents' Answers to Variable Y (Income)

Variable (Y)	Number of Respondents					Total	Percentage
	STS (1)	T.S. (2)	N(3)	ST (4)	SS (5)		
Y_1	1(1.3%)	2(2.6%)	13(16.7%)	36(46.2%)	26(33.3%	78	100%
Y_2	1(1.3%)	1(1.3%)	10(12.8%)	38(48.7%)	28(35.9%)	78	100%
Y_3	1(1.3%)	1(1.3%)	13(16.7%)	32(41%)	31(39.7%)	78	100%
Y_4	3(3.8%)	3(3.8%)	14(17.9%)	31(39.7%)	27(34.6%)	78	100%

4.4. Descriptive Statistical Analysis Test Results

Table 15. Results of Descriptive Statistical Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Selling price	78	10.00	48.00	38.8077	5.96104
Income	78	4.00	20.00	16.3846	2.88854
Valid N (listwise)	78				

The presentation of data from descriptive statistical analysis, namely the minimum, maximum, average and standard deviation values of each variable. Both independent variables and dependent variables.

4.5. Linear Regression Analysis Test Results

Linear regression is a method used to measure the magnitude of the influence of an independent variable (X) on the dependent variable (Y).

Table 16. Simple Regression Analysis Results

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	338,774	1	338,774	84,781	,000 [b]
	Residual	303,688	76	3,996		
	Total	642,462	77			
a. Dependent Variable: Income						
b. Predictors: (Constant), Selling Price						

Based on the table 16, it is known that the calculated F value = 84.781 with a significance level of 0.000 < 0.05, so the regression model can be used to predict the selling price variable or in other words there is an influence of the selling price variable (X) on the income variable (Y).

4.6. T-Test Results (Partial Test)

The t test shows how much influence the independent variable has on the dependent variable, with a confidence level of 5% it is said that the independent variable has an influence on the dependent variable. This t test is carried out as a useful test to determine whether the influence of the Selling Price (X) variable on Income (Y) is significant. The t table value is obtained from df= nk with a significance level of 0.05. The partial test or t test used is df = 78-2 = 76 with a t table value of 1.991. The following are the results of the simple linear regression test in this research

Table 16. Partial Significant Test Results (t Test)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,729	1,500		1,819	,073
	Selling price	,352	,038	,726	9,208	,000
a. Dependent Variable: Income						

Based on the data processing 16, it can be seen that the calculated t value of the Selling Price variable is 9.208 where the value is > from the t table , namely 1.991 and the significant value of the Selling Price variable is 0.000 < 0.05. So H 0 is rejected, H 1 is accepted, meaning that the selling price (X) has a significant effect on the income (Y) of farmers in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency.

4.7. Coefficient of Determination Test (R^2)

The Determination Coefficient Test is used to measure how much influence the Selling Price (X) variable has on the simple linear regression model in explaining the Income (Y) variable. The coefficient of determination value is between 0 and 1. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the dependent variable. However, if the R^2 value is getting smaller, it means that the ability of the independent variables to explain the dependent variable is quite limited.

Table 17. Determination Coefficient Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,726 [a]	,527	,521	1,999
a. Predictors: (Constant), Selling Price				

Based on the results of the coefficient of determination test (R 2) in table 4.10 above, it can be seen that the value of the coefficient of determination in the R square column is 0.527, so it can be seen that the ability of the Selling Price (X) variable to explain the Income (Y) variable is 0.527 or 52, 7% and the remaining 47.3% is explained by other variables not included in this research model.

4.8. Discussion

Based on the results of existing data processing, it is known that the independent variable Selling Price (X) has an effect on the dependent variable Income (Y) in Tanjung Selamat Village, Percut Sei Tuan District, Deli Serdang Regency, which is valid or reliable, so it can be used in this research. It can be seen from the partial test (t test) that the calculated t value is 9.208 while the t table is 1.991, indicating that the calculated t value > t table with a significance of 0.000 because the significance is smaller than 0.05 (0.000<0.05) so it can be concluded that partially the Selling Price significantly influences Income (Y). The results of this research are in accordance with the results of research conducted by Ni Wayan Ari Santi, Iyus Akhmad Haris, Nyoman Sujana (2015-2017), which stated that selling price and sales volume had a positive and significant effect on income. Sri Rahayu (2020), who stated through the results of his research that production costs and selling prices have a significant effect on income. Joni Arman Damanik (2014), stated that prices have a positive and significant effect on income in Masaran sub-district. Mutiara Fahriza (2021), stated that through research results that have been tested, it is known that selling price has a positive effect on income. Based on the results of research conducted, and empirical evidence in the form of previous research, it is proven that selling price has an effect on income.

5. CONCLUSION

Based on the problem formulation and hypothesis test results that have been proposed using a simple linear regression analysis model, the following conclusions can be drawn: Based on the partial test (t test) the tcount value is 9.208 while the ttable is 1.991, indicating that the tcount > ttable value is significant at 0.000 because the significance is smaller than 0.05 (0.000 < 0.05) so it can be concluded that partially the selling price influences significant to Income (Y). Based on the results of the coefficient of determination test (R2), the value of the coefficient of determination in the R square column is 0.527, so it can be seen that the ability of the Selling Price (X) variable to explain the Income (Y) variable is 0.527 or 52.7% and the remaining 47.3 % explained by other variables not included in this research model. The results of this research are in accordance with the results of research conducted by Ni Wayan Ari Santi, Iyus Akhmad Haris, Nyoman Sujana (2015-2017), which stated that selling price and sales volume had a positive and significant effect on income. Sri Rahayu (2020), who stated through the results of his research that production costs and selling prices have a

significant effect on income. Joni Arman Damanik (2014), stated that prices have a positive and significant effect on income in Masaran sub-district. Mutiara Fahriza (2021), stated that through research results that have been tested, it is known that selling price has a positive effect on income. Based on the results of research conducted, and empirical evidence in the form of previous research, it is proven that selling price has an effect on income.

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