

ANALYSIS OF PRICE ELASTICITY AND COMMERCIAL RICE SALES VOLUME OF PERUM BULOG NORTH SULAWESI REGIONAL OFFICE

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Abstract-The purpose of this research is to analyze the price elasticity and sales volume of commercial rice at the Perum Bulog Regional Office of North Sulawesi. The method used in this research is a qualitative descriptive analysis method. Types and sources of data include primary and secondary data. Data collection techniques used are observation, interviews, and documentation. The data analysis technique uses qualitative descriptive, the data used in this research is by going directly to the field and making observations in the field, to related parties in order to collect data. While the interview data, both directly and indirectly, are used to conclude the findings obtained in the study. The results of the research indicate that sales volume, measured based on product units sold, is the number of real sales units of the company in a certain period, while the value of the product sold, is the amount of real sales value of the company in a certain period. The volume of rice sales at Perum Bulog Regional Office of North Sulawesi has increased. This is because the products sold by Perum Bulog Regional Office of North Sulawesi, especially rice, are the main food ingredients in meeting human needs, and of course the price of rice at Perum Bulog Regional Office of North Sulawesi, is relatively cheaper compared to others.

Keywords: Elasticity, Volume, Sales, Price, Commercial Rice.

I. INTRODUCTION

Food is a basic human need, it must be met absolutely, in order to meet daily food needs. One form of staple food commodity is rice. As is known, rice is the main food commodity that is used as a daily staple food, the majority of the population of Asian countries including Indonesia.

The development of the business world is currently running rapidly, which indirectly creates competition, this requires economic actors to be more sensitive, critical, and reactive to existing changes. Steps that can be taken by economic actors are to be able to create and maintain consumers / customers. The goal is to be achieved, then every company must strive to produce and sell goods and services that consumers want at competitive prices. Every producer must be able to maintain product quality, and determine the right price in order to gain consumer trust and loyalty. If the product sold has good quality, with the right price, it is expected to be able to compete with its competitors. Product quality and price can affect sales volume.

Price is an exchange value that can be equated with money or other goods, for the benefits obtained from a good or service for a person, or group at a certain time and place. Pricing is actually quite difficult because it requires a systematic approach, which involves setting goals and developing the price itself. A lower price level will usually trigger a high amount of product demand. Basically, the price factor influences consumer decisions to buy goods. This can lead to price competition from various brands available in the market, so that consumers who are more sensitive to price changes tend to switch to other cheaper brands. Price is one of the important components in the marketing environment. Price does not necessarily determine whether a product can compete or not, but price can affect whether the product can compete or not with other similar products.

Marketing is a whole system of business activities aimed at planning, pricing and promoting goods and services to satisfy needs. Marketing uses a mix strategy to market products. To gain consistent market share in accordance with company goals, the marketing mix is an important component. Goods, prices, locations and promotions are important components of marketing. One component of the marketing package is price. Price not only determines the product's ability to compete, but also determines the product's ability to compete with similar products. One of the steps that must be taken by the company to increase sales volume is to market its products to consumers. To market its products, the company must set the most competitive price. To achieve the sales target that has been set, price is the most important thing to consider. From various perspectives, rice plays a very important role in people's lives. Many people eat rice. Rice production for consumption, in 2022 reached 31.54 million tons, an increase of 184.50 thousand tons or 0.59 percent, compared to rice production in 2021 of 31.36 million tons. No wonder, many entrepreneurs are interested in the rice trade.

Government intervention in the economy, among others, is carried out through the Food Agency, which is tasked with

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implementing government policies in the rice sector, both concerning pre-production, production processes, and post-production aspects. One of the food agencies, which is tasked by the government to handle post-production issues, especially in the areas of price, marketing and distribution

The Logistics Business Agency (Bulog) is one of the food agencies tasked with handling post-production issues, especially those related to price, marketing and distribution. The government established Bulog in 1967 with the aim of monitoring the price and availability of basic commodities, especially for consumers. To protect rice farmers, Bulog increased its role by controlling producer prices through the basic price instrument. Furthermore, Bulog's role expanded to control the price and provision of other commodities, such as cooking oil, granulated sugar, wheat flour, and meat, sporadically, especially when prices increased.

In addition, Perum Bulog is one of the BUMNs responsible for managing food ingredients, including rice. Bulog is also responsible for absorbing rice from farmers. Currently, Perum Bulog not only sells rice for the poor, but also premium quality rice, which is intended for commercial businesses.

Perum Bulog North Sulawesi Regional Office, sells premium rice with high quality, to low quality, which will definitely have an impact on sales volume, because the interests of the community are different from the prices offered. With a high sales volume, Bulog as a commercial logistics agency also has a greater opportunity to absorb the rice that farmers have obtained. Therefore, researchers are more interested in conducting research. "Analysis Of Price Elasticity And Commercial Rice Sales Volume Of Perum Bulog North Sulawesi Regional Office

II. RESEARCH METHODS

Types and sources of data include primary and secondary data. Primary data is obtained by interviewing informants, namely business actors/business owners, and consumers to obtain data and is carried out with documentation or taking pictures or photos as evidence of having conducted research. Secondary data is obtained from sources that can support research, including documentation and literature. Data collection techniques, namely: satisfaction research, and field research (interviews, documentation) Data analysis techniques using qualitative descriptive, the data used in this research, namely by going directly to the field and conducting observations in the field to related parties in order to collect data. While data from direct and indirect interviews are used to conclude the findings obtained in the research.

III. DISCUSSION

Sales is the process of transferring ownership of an item from its owner to the buyer at a certain price, and the price is measured in monetary units. The purpose of the company's sales is to increase sales volume so that it can make a profit. Price plays a very important role in a company. Price is the value of the goods determined by the seller. In other words, price is the value of the goods paid by the buyer to the seller. In this case, the North Sulawesi Regional Office of Perum Bulog has determined the best price for the product to be marketed. Price affects the company's competitive position and its market share. Sales volume is one of the important things that must be evaluated for the possibility of the company not to incur losses, sales volume can also be used to assess the company's performance, especially in terms of marketing its products. In addition, increasing sales volume can indicate that the public's need for the product is increasing.

TABLE 3.1
COMMERCIAL RICE SALES FOR JANUARY 2024 PERIOD

PRODUCT	COLI	QUANTUM	PRICE (IDR)
MAPALUS PREMIUM RICE 5 KG KOM DN	200	1000	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	8	40	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	5	25	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	9	45	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	9	45	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	9	45	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	50	250	69.500

Data source: Commercial Control Report

Based on table 3.1 above, in the period of January, it shows commercial rice sales of 290 coli with a selling price of IDR. 69,500, with a total income of IDR. 20,010,000.

TABLE 3.2
COMMERCIAL RICE SALES FOR FEBRUARY 2024 PERIOD

PRODUCT	COLI	QUANTUM	PRICE (IDR)
MAPALUS PREMIUM RICE 5 KG KOM DN	3	15	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	30	150	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	500	2500	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	720	3600	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	300	1500	69.500

MAPALUS PREMIUM RICE 5 KG KOM DN	24	120	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	24	120	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	22	110	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	8	40	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	13	65	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	150	750	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	33	165	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	100	500	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	9	45	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	31	155	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	37	185	69.500

Data source: Commercial Control Report

Based on table 3.2 above, in the period of February, it shows commercial rice sales of 2,004 coli with a selling price of IDR. 69,500, with a total income of IDR. 139,278,000.

TABLE 3.3
COMMERCIAL RICE SALES FOR MARCH 2024 PERIOD

PRODUCT	COLI	QUANTUM	PRICE (IDR)
MAPALUS PREMIUM RICE 5 KG KOM DN	12	60	69.500
MAPALUS PREMIUM RICE 5 KG KOM DN	20	100	74.500
MAPALUS PREMIUM RICE 5 KG KOM DN	18	90	74.500
MAPALUS PREMIUM RICE 5 KG KOM DN	400	2000	73.500
MAPALUS PREMIUM RICE 5 KG KOM DN	100	500	72.500
MAPALUS PREMIUM RICE 5 KG KOM DN	150	750	74.500
MAPALUS PREMIUM RICE 5 KG KOM DN	600	3000	72.500
MAPALUS PREMIUM RICE 5 KG KOM DN	500	2500	74.500
MAPALUS PREMIUM RICE 5 KG KOM DN	38	190	73.500
MAPALUS PREMIUM RICE 5 KG KOM DN	650	3250	74.500

Data source: Commercial Control Report

Based on table 3.3 above, in the period of March, it shows commercial rice sales of 2,488 coli with varying selling prices, with a total income of IDR. 183,458,000

TABLE 3.4
COMMERCIAL RICE SALES FOR APRIL 2024 PERIOD

PRODUCT	COLI	QUANTUM	PRICE (IDR)
MAPALUS PREMIUM RICE 5 KG KOM DN	12	60	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	12	60	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	50	250	72.500
MAPALUS PREMIUM RICE 5 KG KOM DN	20	100	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	25	125	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	30	150	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	930	4650	49.500
MAPALUS PREMIUM RICE 5 KG KOM DN	978	4890	49.500
MAPALUS PREMIUM RICE 5 KG KOM DN	1000	5000	49.500
MAPALUS PREMIUM RICE 5 KG KOM DN	1000	5000	49.500
MAPALUS PREMIUM RICE 5 KG KOM DN	460	2300	74.500
MAPALUS PREMIUM RICE 5 KG KOM DN	1000	5000	49.500
MAPALUS PREMIUM RICE 5 KG KOM DN	5	25	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	10	50	71.500
MAPALUS PREMIUM RICE 5 KG KOM DN	1000	5000	49.500

Data source: Commercial Control Report

Based on table 3.4 above, in the April period, it shows commercial rice sales of 6,532 coli with varying prices, with a total revenue of IDR. 239,492,000. As seen in the sales data tables above, it can be seen that the sales volume changes every month. The highest sales volume occurred in April at 6,532 coli and the lowest sales volume was in January which only reached 290 coli. Sales volume is something that indicates the rise and fall of sales, and can be expressed in units, kilos, tons, or liters. Sales volume is measured based on product units sold, namely the number of real sales units of the company in a certain period, while the value of

the product sold is the total value of the company's real sales in a certain period. Commercial rice sales by the North Sulawesi Regional Office for the period January - April 2024, the results were very significant. This can be seen from the sales results during January, up to April. With varying selling prices. Total commercial rice sales for the period January – April 2024 were 11,314 coli.

IV. CONCLUSION

Based on the research results obtained, it can be concluded that the volume of rice sales at the Perum Bulog North Sulawesi Regional Office continues to increase. This is because the products sold by the Perum Bulog North Sulawesi Regional Office, especially rice, are the main food ingredients in meeting human needs, and of course the price of rice at the Perum Bulog North Sulawesi Regional Office is relatively cheaper compared to others. Furthermore, the results of the calculation show that the highest rice sales for the company in the period January - April 2024, namely in April with a total of 6,532 coli or IDR. 239,492,000

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