

The Effect Of The Quality Of Raw Materials And Production Processes On The Sales Level Of Tahu Jaya In Mutiara Timur, Pidie Regency

¹Teuku Isnaini, ²Husaini Abdullah

^{1,2}University of Jabal Ghafur, Indonesia

teukuisnaini@unigha.ac.id, husaini@unigha.ac.id

*Corresponding Author : teukuisnaini@unigha.ac.id

Doi :


Keywords :

Quality of Raw Materials, Production Process, Sales Level

Abstract

This research conduct to determine "The Influence of Quality of Raw Materials and Production Processes on Sales Levels of Tahu Jaya in Mutiara Timur District, Pidie Regency". Where the independent variable is the quality of raw materials (X_1) and the production process (X_2) and the level of sales (Y) as the dependent variable. Based on the results of the study, the regression equation was obtained: $Y = 3.652 + 0.411X_1 + 0.448X_2$. Based on the results of the analysis above, it can be concluded that of the two variables studied, it turns out that the Product Quality variable (X_1) has the most dominant influence of 46.6% on the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency. The relationship between the dependent and independent variables, namely each variable Quality of raw materials (X_1) and Production Process (X_2) on the level of tofu sales in Mutiara Timur District, Pidie Regency with a correlation index of 85.9%. This means that the relationship is very strong. Then the index of determination of each variable Product Quality Development (X_1) and Advertising (X_2) is 85.9% %, this means that it has a significant effect on the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency and is 14.1% which is influenced by others that were not investigated in this study.

Volume 1, No.2, June 2021, Pages: 351-360

COPYRIGHT : © 2021 The Author (s) Published by International Journal of Education, Social Sciences And Linguistics (IJESLi) UNIGHA Publisher, All rights reserved. This is an open-access article distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License Licensed under  a Creative Commons Attribution 4.0 International License. Site using optimized OJS 3 The terms of this license may be seen at : <https://creativecommons.org/licenses/by/4.0/>

Introduction

Along with the rapid economic growth in this country, it is increasingly felt that there is business activity towards competition to gain the largest market share. New companies that offer a variety of products have sprung up, so that it is inevitable that the competition will become increasingly competitive.

To ensure that the production process activities run as desired by the company, an inventory is needed. Inventory is a current asset in a company, so inventory plays a very important role in the continuity of the production process of a company. Each company has its own inventory according to the type of service companies, but service companies do not have inventory because service companies only sell their services, unlike trading companies and industrial companies. Trading companies only have inventory of their merchandise, while industrial companies have three kinds of inventory, namely raw material inventory, work in process inventory, and finished goods inventory. Usually in industrial companies raw material inventory becomes the main material to start a production which will follow a series of formal procedures where the main raw materials are collected, processed into finished goods and distributed to consumers.

Downt Handoko (2010:55), "Quality is a condition of an item" based on the assessment of its conformity with the measurement standards that have been set." Raw material is a term used to describe the goods that are processed in the product process into a finished product. Soemarso (2010: 271) states, "Raw materials are goods used in the production process that can be easily and directly identified with goods or finished products. Based on a general understanding, the difference in the meaning of the word between raw materials and raw materials can have the meaning as a basic material that is in various places, where the material can be used to be processed by a certain process into another form that is different from its original form.

Production Process

According to Gaspersz, Vincent (2010:4) "The production process is integration"

distribution of labor, materials, information, work methods, and machines or equipment in a competitive environment in the market.

The production process according to Agus Ahyari (2010:65) is "the production process of a method, method or technique of how the activity of creating new benefits or adding to these benefits is carried out".

The production process according to Reksohadiprodjo (2010: 153) is an activity to create or add an item or service by using existing factors such as labor, machinery, raw materials, and funds to make it more useful.

Sales Rate

According to Anoraga (2012:213) states that: "The level of total sales"

yang is viewed from the cost relationship in the company can estimate the target sales unit to obtain the specified profit.

Sewhile the notion of sales according to Basu Swastha (2008;197) is: "an in-depth study of net sales from the company's income statement (operational report). And the definition of sales according to Winardi (2009; 500) is "the number of items sold during a certain period of time".

According to Mursid (2010:46) the company's sales forecast is the level of the company's expected sales based on the chosen marketing plan and the defined market environment. Sales forecasts must be viewed as independent variables that are influenced, among other things, by planned marketing efforts.

Method

The method of this research is a survey research, the Research carried out on Tahu Jaya in Mutiara Timur District, Pidie Regency, where the object of research focuses on the Effect of Quality of Raw Materials and Production Processes on Sales Levels of Tofu Jaya in Mutiara Timur District, Pidie Regency. The population is the entire element that is the object of research. The population in this study are all consumers who buy at Tahu Jaya in Mutiara Timur District, Pidie Regency. The sample is a part taken from the population or the sample is part or representative of the population to be studied. To conduct a study, it is not necessary to examine all members of the existing population. The sample is a subset of the population or some members of the population. hen, the Simple Random Sampling method was used, namely the sampling of population members was carried out randomly without regard to the strata that existed in the population. Due to the fact that the population is not known for certain, to determine the sample size by using the Unknown Populations formula (Frendy, 2011: 53).

Results

The characteristics of the respondents studied in this study include: : gender, age, last education, marital status, and the respondent's monthly income. The results of data processing through a computerized process with the SPSS version 21 program are shown below:

Table 4.1 Characteristics of Respondents

No.	Descrip	Frequencysi	Perpercentag
1	Gender		
	Laki-boy	18 People	18%
	Pegirl	82 people	82%
	Age		
	< 20 years	7 people	7%
	20 – 25 years	41People	41%
	30 – 35 years	2 persons	2%
	40 – 45 years	50 People	50%

	Pendidikan Pasca Bachelor Sarjana Diploma III	39 People 47 people 14 people	39% 47% 14%
4	Status Pernikahan Belum menikah Menikah	62 People 38 People	62% 38%
	Pendapatan bulanan < Rp. 500,000 Rp. 1.000.000 – Rp. 1,500,000 Rp. 2,000,000 – Rp. 2,500,000	36 People 47 people 17 people	36% 47% 17%

Source : Primary Data Processed, (2019)

Descriptive Statistics Results

Factor Raw Material Quality (X₁)

Factor Quality of Raw Materials (X₁) is one of the variables that affect the Sales Level of Tofu Jaya consumers in Mutiara District Kecamatan East Pidie Regency which consists of 5 question items. The results of data processing are as in the following table:

Table 4.2 Factor Raw Material Quality (X₁)

		Strongly		Tidak		Kebanyakan		Agree		Sangat		Rata- rata
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	-	-	-	-	16	16.0	84	84.0	-	-	3.84
2	X1.2	-	-	-	-	-	-	79	79.0	21	21.0	4.21
3	X1.3	-	-	-	-	5	5.0	91	91.0	4	4.0	3.99
4	X1.4	-	-	-	-	27	27.0	69	69.0	4	4.0	3.77
5	X1.5	-	-	-	-	48	48.0	52	52.0	-	-	3.52
Average												19.33

Source : Primary Data Processed, (2019)

Based on the results of observations on the Quality of Raw Materials factor, an average value of (19.33) was obtained, which means that the respondents agreed that

Production Process actor

Factor Production Process (X2) is one of the variables that affect the level of sales of Tofu Jaya consumers in Mutiara Timur District, Pidie Regency, which consists of 5 question items. The results of data processing likei in the following table.

Table 4.3 Production Process Indicator (X2)

	Uraian	Strongly		Tidak		Kebanyakan		Aagree		Sangat		Rata-aver
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	-	-	-	-	21	21.0	79	79.0	-	-	3.79
2	X2.2	-	-	-	-	1	1.0	84	84.0	15	15.0	4.14
3	X2.3	-	-	-	-	10	10.0	86	86.0	4	4.0	3.94
4	X2.4	-	-	-	-	23	23.0	76	76.0	1	1.0	3.78
5	X2.5	-	-	-	-	1	1.0	56	56.0	43	43.0	3.42
Average												19.07

Source : Primary Data Processed, (2019)

Based on the results of observations on the Production Process factor, an average value of (19.07) was obtained, which means that the respondents agreed that the Production Process variable affects the level of sales of consumers Tahu Jaya in Mutiara Timur District, Pidie Regency.

Discussion

To determine the effect of the quality of raw materials and production processes on the level of consumer sales of Tahu Jaya in Mutiara Timur District, Pidie Regency, data analysis was carried out through multiple linear regression. Where the results can be seen in the following table:

Table 4.8 PenGaruh Each Independent Variable Against Dependent Variable

Variable Name	B	Sstandar d	beta	t	t tabel	Sign
Constant	3,652	1,228		2,973	1,661	,004
Raw Material Quality (X ₁)	,411	0.069	,449	5,913	1,661	,000
PProduction process (X ₂)	,448	,076	,449	5,914	1,661	,000

Correlation Coefficient (R) = .922^a

Coefficient of Determination (R²) = .849

Adjusted R Squares = .846

Fcountg = 90,841

Ftabel= 3.09

Source: Processed Research Primary Data, (2019)

From the SPSS output above, using the multiple regression model, it can be used in the form of the following equation:

$$Y = 3.652 + 0.411X_1 + 0.448X_2$$

From the multiple linear regression equation above, it can be explained as

following:

1. The constant value of 3.652 means that if the Quality of Raw Materials (X₁) and Production Process (X₂) is considered constant, then the Sales Level of Tahu Jaya consumers in Mutiara Timur District, Pidie Regency is 3.652 on a Likert scale unit, which indicates that the Sales Level (Y) of Tahu Jaya in Mutiara Timur District, Pidie Regency is very good.
2. The regression coefficient value of Raw Material Quality of 0.411 can be interpreted that every 1% increase in Raw Material Quality (X₁), will be Sales Rate of

41.1%. This means that there is an increase in the level of sales of Tofu Jaya in the District

Mutiara Timur, Pidie Regency.

3. Production Process regression coefficient value of 0.448 can be interpreted that every 1% increase in Production Process (X_2) will increase the Sales Rate by 44.8%. This means that there is an increase in the level of sales of Tofu Jaya in Mutiara Timur District, Pidie Regency.

Based on the results of the analysis above, it can be concluded that from the two variables studied, it turns out that the Production Process variable (X_2) has the most dominant influence of 44.8% on the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency.

The relationship between the dependent and independent variables, namely each variable Raw Material Quality (X_1) and Production Process (X_2) to the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency with a correlation index of 85.9%. This means that the relationship is very strong.

Then the index of determination of each variable Development of the Raw Material Quality variable (X_1) and Production Process (X_2) of 85.9%, this means that it has a significant effect on the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency and is 14.1% which is influenced by by other variables not examined in this study.

Conclusion

Conclusions from the results of the research are (1) The constant value of 3.652 means that if the Quality of Raw Materials (X_1) and Production Process (X_2) is considered constant, then the Sales Level of Tahu Jaya consumers in Mutiara Timur District, Pidie Regency is 3.652 on a Likert scale unit, which indicates that the Sales Level (Y) of Tahu Jaya in Mutiara Timur District, Pidie Regency is very good. (2) The regression coefficient value of Raw Material Quality of 0.411 can be interpreted that every 1% increase in Raw Material Quality (X_1), will be Sales Rate of 41.1%. This means that there is an increase in the level of sales of Tofu Jaya in the District Mutiara Timur, Pidie Regency. (3) Production Process regression coefficient value of 0.448 can be interpreted that every 1% increase in Production Process (X_2) will increase the Sales Rate by

44.8%. This means that there is an increase in the level of sales of Tofu Jaya in Mutiara Timur District, Pidie Regency. (4) Simultaneous test results obtained $F_{count} 90,841 > F_{tabel} 3.09$. Thus the results of this calculation can be taken a decision that accepts the alternative hypothesis (H_a) and rejects the null hypothesis (H_o), meaning that the Raw Material Quality variable (X_1) and Production Process (X_2) together have a significant effect on the Sales Level of Tofu Jaya in Mutiara Timur District, Pidie Regency. (5) Raw Material Quality Variable (X_1) is obtained $t_{count} 5,913 > t_{tabel} 1.661$, so the null hypothesis (H_o) is rejected and the alternative hypothesis (H_a) is accepted. From the results of this t test, it can be concluded that the Raw Material Quality variable (X_1) there is a significant effect on the level of sales of Tofu Jaya in Mutiara Timur District, Pidie Regency. (6) Production Process Variable (X_2) is obtained $t_{count} 5,914 > t_{tabel} 1.661$, so that the null hypothesis (H_o) is rejected and the alternative hypothesis (H_a) is accepted. From the results of this t test, it can be concluded that the Production Process variable has a significant effect on the level of sales of Tofu Jaya in Mutiara Timur District, Pidie Regency.

References

- Agus Ahyari. 2009 Production Management Production System Planning, Edition Four, Yogyakarta, BPFE.
- _____, 2010. Production Management and Production System Planning. Yogyakarta: BPFE
- _____, 2012, Production and Operations Management. Edition IV, BPFE Publisher, Yogyakarta.
- Anoraga Pandji, 2012. Introduction to business. Business Management in the Era *Globalization*. Jacard: Rieneka Cipta
- Ardelina, Sari. 2012. Analysis and Design of Data Warehouse Inventory and Sales at PT Pertamina (Persero) Aviation DPPU Halim Perdana Kusuma. Thesis. Jakarta: Bina Nusantara, Jakarta.
- Arisna. 2014, Effect of Marketing on Sales Volume of Samsung brand at Marysa Sigli . store Assauri, Sofjan. 2008. Production and Operations Management. Publishing Agency. FaEconomics degree at the University of Indonesia. Jakarta.
- _____. 2009. Marketing Management Basic Concepts and Strategies, first edition. Jakarta: Rajagrafindo.
- _____. 2016. Operations and Production Management, Revised Edition. Jakarta: Publishing Institute, Faculty of Economics, University of Indonesia.

- Basu Swastha and Irawan, 2008. Modern Marketing Management, Second Edition, Thirteenth Edition, Yogyakarta: Liberty Offset,
- _____, 2010. Marketing Principles, Liberty, Yogyakarta.
- _____, 2010. Modern Marketing Management; Yogyakarta: BPFE
- _____, 2010. Modern Marketing Management 2nd Edition. Yogyakarta: Liberty offset.
- Gaspersz, Vincent. 2010. Integrated Performance Management System Balanced Scorecard with Malcolm Baldrige and Lean Six Sigma Supply Chain Management. Jakarta: PT Gramedia Pustaka Utama
- Gregor Poland. (2009). Empirical Research Method Poster. Jakarta.
- Handoko, 2010. Personnel Management and Human Resources, Yogyakarta: BPFE Yogyakarta.
- _____, 2010, Personnel & Human Resources Management, Second Edition, BPFE UGM Yogyakarta
- Hendra (2013), Factors Affecting Sales Levels in Stores
Persevere Banda Aceh
- Husein, Umar, 2010, Marketing Research and Consumer Behavior, Jakarta: PT Gramedia
- Indriantoro, Nur., Bambang Supomo, 2010. Business Research Methodology for
Accounting and Management, First Edition. Yogyakarta : BPFE Yogyakarta
- Kholmi, 2010. Fundamentals of Production Management, Yogyakarta, BPFE.
- Kotler, and Keller. 2012. Marketing Management. Edition 12. Jakarta: Erlangga.
- Kotler, Philip. 2010. Marketing Management, Volumes 1 and 2. Jakarta: PT. Index Gramedia Group.
- M. Mursid. 2010. Marketing Management, PT Bumi Aksara. Jakarta.
- Malhotra, 2010. Marketing Research. Volume I. Edition 4. Jakarta: Group Index grammar.
- Mulyadi. 2010. Strategic Management System Based on Balanced Scorecard. Yogyakarta: UPP AMP YKPN.
- Prasetya, Freddy. 2011. Analysis of the Effect of Differentiation, Promotion, and Positioning *againstp Purchase Decision*. Thesis. Semarang: Diponegoro University.
- Putra Dani Irawan, 2014. The Effect of Market Competition on Purchase Decisions Mediated by Buying Interest at Yamaha Banda Aceh Dialers
- Reksohadiprodjo Sukanto, 2010. Production Management Edition 4., Yogyakarta BPFE Siagian,
- Sondang P. 2008. Human Resource Management, Bumi Aksara.
- Soemarso. 2010. Accounting An Introduction. Revised Edition, Jakarta: Salemba Empat.
- Subagyo, P. 2011, Operations Management, First Edition, Yogyakarta: BPFE UGM. Sudijiono, 2010. Introduction to Educational Evaluation. Jakarta: Rajawali Press.
- Sugiyono 2013. Qualitative Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Stest. 2009. Application of Statistics With SPSS. Jakarta: Library Achievement. Tampubolon,
- Manahan P. 2014. Operations Management & Supply Chain
- Wiens Anorga 2006. Introduction to the Capital Market. PT Rineka Cipta. Jakarta
- Winardi 2009. Organizational and Organizing Theory. Jakarta: Rajawali Press.