

3rd International Seminar on Entrepreneurship Sustainability

Yogyakarta, Indonesia, July 16th, 2025

ISSN 3064-3635, Vol 03, Ed 01 (2025), pages 187 - 194

**The Implications of Location and Price on The Success of Rice
Sales Business in Mangunrejo Village Wonosobo District**

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Abstract: This study aims to analyse the influence of location and price on the success of rice sales businesses in Mangunrejo Village, Wonosobo Regency. Rice is a staple food for most Indonesians to meet national consumption needs. As a strategic commodity, rice not only plays a role as a food ingredient, but also has a significant political dimension. The prospects for developing the rice sector in Indonesia are quite promising. In addition, good post-harvest management and targeted marketing strategies can increase farmers' motivation to manage their agricultural products more effectively. This study was conducted using a quantitative method and analysed using multiple regression. The data used are primary data obtained by filling out a questionnaire, the study population refers to MSME in Mangunrejo Village, Wonosobo District, totalling 3,563 people. The sample taken was 98 MSME using a purposive sampling technique. The results of the study showed that the location variable had a positive and significant effect on business success. Price had a positive and significant effect on business success. The magnitude of the influence of location and price on business success was 55.2%. The remaining 54.8% was influenced by other factors not examined in this study.

Keywords: Location, Price, Business Success

A. Introduction

Food is a basic need that affects social, economic and political stability. In Indonesia, rice is the main commodity as well as the staple food of the community (Zaeroni & Rustariyuni, 2016). Apart from being a consumption need, rice also has a strategic political dimension. As the population grows and welfare improves, the demand for rice continues to increase, so the government is obliged to ensure its availability.

The majority of Indonesians rely on rice as their main source of daily nutrition. Rice is

classified as an inelastic good, where price changes do not have a major effect on the level of demand. The provision of rice is not only the responsibility of the government, such as Bulog and Dolog, but also involves the profit-oriented private sector.

Indonesia's rice sector has promising prospects. Successful farming, post-harvest management and good marketing strategies can increase farmers' motivation and strengthen national food security.

As an agricultural country, Indonesia has a large rice production. However, the success of rice sales does not only depend on production, but is also influenced by factors such as business location and selling price, including in Mangunrejo Village.

Mangunrejo Village is located in Kalikajar Subdistrict, Wonosobo District, Central Java, with an area of 198.84 hectares, consisting of rice fields, dry land, plantations, forests, and public facilities. The village is divided into five hamlets: Mangunan, Karangmalang, Kuwukan, Dompon, and Gerdu. The majority of the population are farmers.

Business success is influenced by location and price. A strategic location increases consumer access, expands the market, and provides a competitive advantage (Claudia, 2023; Sakinah et al., 2023). Conversely, locations that are difficult to reach can reduce customer satisfaction and hinder business development (Purwardi & Soelaiman, 2023).

In addition, price is a key factor in attracting consumers. Pricing must be competitive while still providing a profit for the business to be sustainable (Jefferey & Handoyo, 2020; Khairiyakh, 2019). In the context of rice sales in Mangunrejo, the combination of strategic location and the right price is key to the success and competitiveness of the rice business and other basic needs.

Grand Theory: The success of a sales business is influenced by various factors such as location, price, and marketing strategy. The two grand theories that are relevant to analyze this are Theory of Planned Behavior (TPB) and Marketing Mix.

1. Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) was developed by Icek Ajzen as a refinement of the Theory of Reasoned Action (TRA) by Ajzen and Fishbein. TPB explains that a person's intention or intention to behave is influenced by three main factors:

- Attitude toward the behavior: A person's positive or negative perception of a behavior.
- Subjective norm: The social influence or views of others on one's behavior.

- Perceived behavioral control: An individual's belief in his or her ability to control or carry out the behavior.

The stronger a person's intention, the more likely the behavior is to be carried out. TPB is widely used to predict consumer behavior, including product purchase decisions. This theory is relevant in understanding consumer behavior in buying interests, especially basic needs products such as rice.

2. Marketing Mix

Marketing mix is a strategy used to meet consumer needs and increase sales. According to Kotler, the marketing mix is a combination of four main elements that companies can manage to influence demand:

- Product: Goods or services offered to fulfill consumer needs.
- Price: Competitive pricing strategy and according to market purchasing power.
- Place: Location or distribution of products so that they are easily accessible to consumers.
- Promotion: Communication activities to attract attention and encourage purchases.

The marketing mix is very important for businesses, including those in the micro, small and medium sectors, as it determines the competitiveness of products in the market. The right marketing strategy can increase consumer buying interest, expand market reach, and support sales success.

Location

Business location is one of the strategic factors that determine business success. According to Susanti (2023), location is related to marketing activities that facilitate the distribution of goods or services from producers to consumers. Eben et al. (2023) also emphasized that determining location is an important decision in designing business operations.

Furthermore, Shobur et al. (2023) state that business location affects consumer interest in visiting and shopping. Location covers the entire area where business activities take place, from procuring raw materials to selling to customers. D.P. Sari (2021) added that choosing the right location has a significant impact on business growth and success.

Price

Price is an important factor influencing consumer decisions to buy. Milansari et al. (2021) refer to price as the amount of money paid to obtain products and services, while Satria (2017) adds that price can also include non-monetary aspects that have certain benefits. According to Susanti (2023), price is one of the keys in business competition, where companies offer attractive prices to attract consumer interest. Price also functions as a flexible medium of exchange and can change according to market conditions. In general, price is an exchange rate, either in the form of money or other benefits, which is adjusted to how much benefit the product brings to consumers. Therefore, pricing must consider consumer purchasing power and company profits, considering that consumers tend to compare prices between sellers before buying.

Business Success

Business success is the achievement of business goals which is generally measured by profit, because profit is the main target in running a business (Nur Wahyuni et al., 2022). In addition, success is also reflected in better business conditions, such as an increase in business scale or production volume (Syafudin, 2020; Habiburrahman & Kesuma, 2023). Khairullah et al. (2022) emphasized that all activities in business are directed at achieving success, which can be seen from business progress compared to previous conditions. Thus, business success is not only measured by profit, but also by growth, increasing production capacity, and achieving better conditions overall.

Research Hypothesis

H1: Location has a positive and significant effect on business success.

H2 : Price has a positive and significant effect on business success.

H3 : Location and price simultaneously have a positive and significant effect on business success.

$$\begin{array}{l} X_1 \text{ (Location)} \\ X_2 \text{ (Price)} \end{array} \parallel \longrightarrow Y \text{ (Success of Rice Sales)}$$

Interpretation:

Location and price are assumed to have a direct impact on business success. This study will

evaluate the extent to which each variable contributes to increased sales, turnover, and business growth.

B. Materials and Methods

The research method is a scientific approach used to obtain data in accordance with the research objectives (Sugiyono, 2019). The choice of method must be adjusted to the relevant variables and research design. In this study, the authors used quantitative methods, which is an approach based on the philosophy of positivism and aims to test hypotheses through data collection using research instruments (Sugiyono, 2019).

Quantitative research can be descriptive or experimental. Descriptive designs are used to describe the relationship between variables at one measurement time, while experimental designs analyze cause-and-effect relationships through intervention.

This study applies a descriptive quantitative approach to determine the effect of location and price on the success of rice sales in Mangunrejo Village, Wonosobo Regency. Data were collected through questionnaires, analyzed using a Likert scale, and tested with multiple linear regression. The quantitative approach was chosen so that the research results are objective, scientifically testable, and have a level of validity that can be accounted for.

Research Variables

According to Sugiyono (2019), research variables are anything that becomes the focus of researcher observation to be analyzed and concluded. In this study there are two types of variables, namely:

1. Independent Variable

This variable stands alone and affects other variables. In this study, the independent variables are Location (X1) and Price (X2).

2. Dependent Variable

This variable depends on the independent variable and becomes the result or effect under study. The dependent variable in this study is Business Success (Y).

Population and Sample

According to Sugiyono (2019), population is the whole object or subject that has certain characteristics and becomes the focus of research to draw conclusions. Candra Susanto (2024) adds

that the population includes all units of analysis that are relevant and have a relationship with the research topic. In this study, the population studied was the community of Mangunrejo Village, Kalikajar Subdistrict, Wonosobo Regency, especially those who work as farmers, with a total population of 780 people.

The sample was determined using the Slovin formula with a margin of error of 10% or 0.1. Based on this calculation, the number of samples used in this study was 89 respondents, consisting of business actors or rice farmers in Mangunrejo Village.

C. Result and Discussion

Relationship between location and business success

This result means that location has a positive and significant effect on business success. The choice of business location has a very important role in determining business success, including for rice farmers. A strategic location can affect market accessibility, natural resource availability, and operational efficiency. Easy access to markets allows rice farmers to sell their products at more competitive prices, while reducing transportation costs. In addition, adequate infrastructure, such as good roads and transportation facilities, also facilitate the distribution of agricultural products.

Thus, choosing the right business location for rice farmers can increase business success through the support of market access, resources, policies, and favorable environmental conditions.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512 ^a	.262	.245	2.89979

a. Predictors: (Constant), Harga, Lokasi

b. Dependent Variable: Penjualan

Price relationship to business success

Price plays a very important role in determining the success of a business, as the price set affects the attractiveness of the product in the market as well as the profit margin that can be obtained by the business. In the context of agricultural businesses, such as rice farmers, competitive prices that are in line with product quality can attract more consumers, increase

sales volume, and ultimately support business success. Appropriate pricing also impacts the ability of the business to cover production costs, which in turn affects the sustainability and growth of the business.

Appropriate pricing not only helps businesses compete with competitors but also increases profit margins, which supports further business development. Therefore, the right price is one of the key factors in ensuring business success, especially for farmers who want to increase their competitiveness in an increasingly competitive market.

The relationship between location and price simultaneously on business success

Based on the results of the research conducted, the results of statistical calculations testing the model of the effect of independent variables simultaneously on the dependent variable show that location and price are two important factors for business success, both on an MSME scale and in the agricultural sector such as rice farmers. A strategic location provides easy access to markets and distribution, while competitive prices attract customers and ensure the financial sustainability of the business. These two factors work together to create favourable conditions for business success.

With this favourable location factor, rice farmers can maintain a reasonable price without having to sacrifice quality or profits. On the other hand, proper pricing is crucial in ensuring business success. Too high a price can make the product unaffordable for some consumers, while too low a price can reduce profits and even make it impossible to cover operational and production costs.

Conversely, a less strategic location may force businesses to set lower prices to remain competitive with competitors who are more accessible to consumers. Overall, the relationship between location and price simultaneously affects business success by creating conditions that allow products to be sold at competitive prices while maintaining quality and distribution efficiency. These two factors must be considered holistically to ensure long-term business viability and growth, especially in the agricultural sector

which depends on external factors such as location and market demand.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256.664	2	128.332	15.262	.000 ^b
	Residual	723.156	86	8.409		
	Total	979.820	88			

a. Dependent Variable: Penjualan

b. Predictors: (Constant), Harga, Lokasi

Improving Accessibility and Infrastructure Recommendations:

Improve the quality of village road infrastructure and distribution access to rice sales centers.

Expanding the local transportation network to make it easier for traders and consumers to reach business locations.

Reason:

Accessible locations have proven to be an important factor in increasing rice sales volume. With good infrastructure, distribution activities and buyer visits will become smoother.

Facilitating Agricultural Business Zones and Village Markets

Recommendations:

Providing strategic land for agricultural kiosks or small markets specifically for local rice products.

Forming agricultural product sales clusters in Mangunrejo to promote business location efficiency.

Reason:

Centralized and well-managed business locations can attract more buyers and foster healthy competition among businesses, without the need to relocate or incur high rental costs.

Strengthening Rice Commodity Pricing and Policies

Recommendations:

Involve the Department of Agriculture and Bulog in helping to stabilize rice prices at the farmer and trader levels.

Develop a reference price mechanism based on production costs and local purchasing power.

Reasons:

Prices that are in line with local market capabilities and fair to business actors can

increase competitiveness and maintain the profit margins of rice traders.

Training and Assistance for MSMEs Based on Digital Marketing

Recommendations:

Conduct training on digital-based sales and pricing strategies (WhatsApp Business, local marketplaces).

Provide business assistance from field agricultural extension workers (PPL) or MSME facilitators.

Reason:

Market opportunities can be expanded with modern marketing strategies, so traders don't just rely on physical locations but also digital reach.

Regular Monitoring and Evaluation by Local Governments

Recommendation:

Implement a data-based farm-to-market business monitoring program, including recording turnover, strategic locations, and monthly prices.

Provide incentives or micro-subsidies for business actors who make significant contributions to village food security.

Reason:

A data-driven approach will facilitate the government in making long-term policies to develop a sustainable rice business ecosystem.

D. Conclusion

Based on the research results in the document, the following conclusions are found:

1. Testing the First Hypothesis (H1)

The results of the t test in table 4.56 above show the t value of 4.322 is greater than the t table of 1.66277 with a sig value of 0.000 smaller than 0.05. This result means that location has a positive and significant effect on business success, so Hypothesis 1 is accepted.

2. Second Hypothesis Testing (H2)

The results of the t test in table 4.56 above show the t value of 2.823 is greater than the t table of 1.66277 with a sig value of 0.006 smaller than 0.05. These results mean that price has a positive

and significant effect on business success, so Hypothesis 2 is accepted.

3. The results of statistical calculations testing the model of the effect of independent variables simultaneously on the dependent variable by showing F count of 15,262 and a significance value of 0.000. By using a significance limit of 0.05, the significance value obtained is 0.000 less than 0.05. And the calculated F value obtained is 15.262 greater than the F table of 3.010, so Hypothesis 3 is accepted.

4. the coefficient of determination (Adjusted R Square) is 0.245. So in table 4.58 it can be concluded that the independent variables, namely location (X1), price (X2), and affect the dependent variable, namely business success (Y) by 24.5% while the remaining 75.5% is influenced by other factors not examined in this study, such as promotion, innovation, or operational efficiency.

In connection with the problems raised in this study and the results of the data analysis presented, several suggestions can be explained that can be considered or used as a basis for decision making, including the following:

1. Optimizing Business Location Selection

Based on the research results, location has a significant influence on business success. Therefore, MSMEs are advised to choose a strategic location with easy access, good visibility, and supporting facilities such as adequate parking. This will increase business attractiveness and make it easier for consumers to access the products or services offered.

2. Adjust Prices to Quality and Benefits

Prices that match product quality have been proven to have a positive effect on business success. MSMEs can revisit their pricing strategy, ensuring that the price offered reflects the benefits and quality of the product. In addition, flexibility in payment methods can also be an additional attraction for consumers.

3. Improving Operational Efficiency

The results show that operational efficiency is still a challenge that needs to be improved. MSMEs can focus on managing resources more effectively, reducing waste, and increasing the productivity of the production process.

4. Utilize Technology for Marketing and Sales

MSMEs are advised to utilize digital platforms to promote their products and reach a

wider range of consumers. Opening an online store, being active on social media, and using reliable delivery services are steps that can increase competitiveness in the market.

5. Conduct Regular Evaluation

Regular evaluation of the location, pricing, and operational efficiency strategies implemented is essential to ensure business success. By conducting evaluations, MSMEs can identify weaknesses, improve strategies, and ensure optimal results.

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