

The Effect of Online Sales on the Income of Betta (*Betta splendens*) Farmers in Pekanbaru City, Riau Province

Pengaruh Penjualan Online Terhadap Pendapatan Pembudidaya Ikan Cupang (*Betta splendens*) di Kota Pekanbaru Provinsi Riau

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Abstract

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This study aims to analyze the effect of online sales on the income of Betta (*Betta splendens*) farmers in Pekanbaru City. This study was conducted in June in Pekanbaru City, Riau Province. The method used in this study is a survey method, while the determination of respondents is carried out by a census. The data was collected by direct observations, interviews, and documentation with 38 people of Betta farmers. The results showed that there is a significant influence between online sales on the income of Betta farmers with an R square result of 96.9% with a count of $33.700 \geq$ a t-table value of 2.028 with a significant value of $0.000 < 0.05$ then it can be concluded that H₀ is rejected and H₁ is accepted that the online sales variable (X) has a positive and significant effect on the income of Betta farmers in Pekanbaru City, Riau Province. These results indicate that selling online is better because it can increase the income of fish farmer.

Keywords: Betta, Farmers, Income, Online Shop

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh penjualan *online* terhadap pendapatan pembudidaya ikan Cupang (*Betta splendens*) di Kota Pekanbaru. Penelitian ini dilakukan pada bulan Juni di Kota Pekanbaru, Provinsi Riau. Metode yang digunakan dalam penelitian ini adalah metode *survey*, sedangkan penentuan responden dilakukan dengan cara sensus. Pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi secara langsung dengan pembudidaya ikan cupang yang berjumlah 38 orang. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara penjualan *online* terhadap pendapatan pembudidaya ikan cupang dengan hasil R *square* sebesar 96,9% dengan hasil perhitungan $t_{hitung} \geq$ nilai t_{tabel} sebesar 2.028 dengan nilai signifikannya $0,000 < 0,05$ maka dapat diambil kesimpulan bahwa H₀ ditolak dan H₁ diterima bahwa variabel penjualan *online* (X) berpengaruh berpengaruh positif dan signifikan terhadap pendapatan pembudidaya ikan cupang di Kota Pekanbaru Provinsi Riau. Hasil-hasil ini mengindikasikan bahwa penjualan *online* lebih baik dilakukan karena dapat meningkatkan pendapatan pembudidaya ikan Cupang.

Kata Kunci: Ikan Cupang, Pembudidaya, Pendapatan, Penjualan *Online*

1. Introduction

Ornamental fish is one of the potential economic commodities, which has increased interest and can encourage the development of ornamental fish farming in Indonesia. Freshwater ornamental fish are included in fishery commodities that are cultivated continuously, one of which is Betta (*Betta splendens*). Fish type this much loved by both children to adults, because it has its own charm to be used as a consumption of art for enthusiasts. The beauty showed both in terms of attractive colors, beautiful and brilliant scales, as well as a charming body shape. At this time, the Betta farming business is in great demand by the community because it has quite promising market prospects. Cultivating Betta can be done simply and does not require too much money. There are lots of Betta farmers and traders who sell it, traditionally at the market or in shops. Betta farmers to sell the fish should utilize the development of technology.

Information technology and social media at this time is one potential that can be exploited. Its development Information technology and social media at this time are one potential that can be exploited. Its development has made humans no longer care too much about distance, space, and time. Along with the rapid development of technology, it is not surprising that entrepreneurs are currently using it by marketing their products online. Digital media, resulting in a new marketing trend, mediate the buying and selling process that used to have to be face-to-face can now, now it can not be face-to-face. One example is an online shop that makes it easy to get what consumers want. The use of digital media for business is not just marketing activities (Ayuni & Hafied, 2019).

According to Hendri & Yulinda (2019), the presence of social media, which is supported by the power of the internet at this time, has the potential to support the success of a business or product easily, quickly, and cheaply, even without any capital at all. Every social media has a character in carrying out promotional activities to consumers. Facebook and Instagram are social media whose growth rates are relatively fast and become a place with great potential for selling, advertising, and conducting e-business activities. Based on BPS (2020), data obtained that around 65.14% of businesses sell online through social media.

Along with many people starting to do online business, Betta farmers in Pekanbaru City have also done a lot of online marketing. In selling Betta online, of course, there is an effect on the income obtained by Betta farmers, because sellers can reach a wider market. This study aims to analyze the effect of online sales on the income of Betta (*Betta splendens*) farmers in Pekanbaru City.

2. Material and Method

2.1. Place and Time

This research was carried out in June 2021 at Pekanbaru City, Riau Province. Geographically the city is located between 101°14' - 101°34' East Longitude and 0°25' - 0°45' North Latitude (Figure 1).

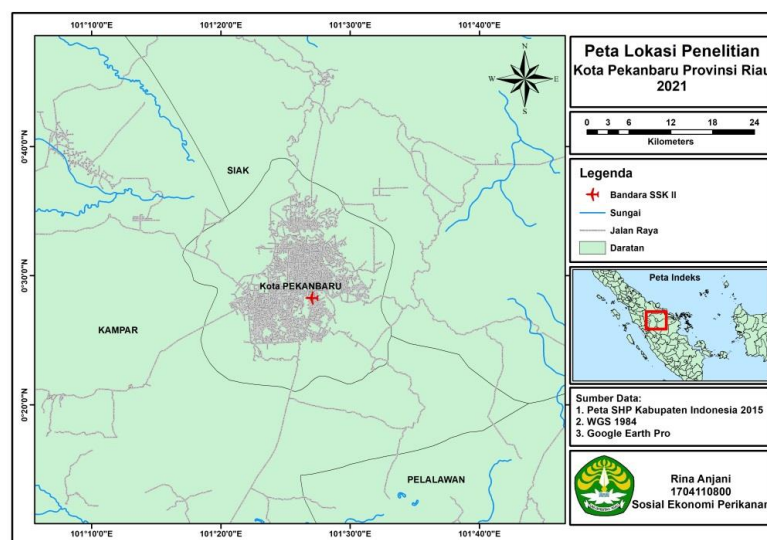


Figure 1. Research Location

2.2. Method

The method used in this study is a survey method, namely direct observation of objects in the field. Data was collected by conducting direct interviews with 38 betta farmers in Pekanbaru City who have used social media such as Instagram and Facebook in selling their production for at least one year.

3. Result and Discussion

3.1. Characteristics of Respondents

The number of respondents consisted of 38 Betta Farmers, consisting of various groups, namely teenagers to the elderly. According to Yulinda *et al.* (2011), the age level is very influential on a person's mindset, the more a person's age increases, the mindset will be more mature. Respondents aged 20-30 years amounted to 22 people (57.89%), aged 31-40 years 13 people (34.21%), and >40 years 3 people (7.89%).

3.2. The Influence of Online Sales on the Income of Betta Farmers

Income is a result received by someone from trying or working. Revenue is divided into two parts, namely gross income and net income. Gross income is the result received from all sales, while net income is the difference between gross income and expenses (Ulfa *et al.*, 2016). The income used in this study is net income, namely all Betta farmers minus production costs within a month (Table 1).

Table 1. Average Monthly Income of Betta Farmers

No	Description	Unit	Before Using Online Sales	After Using Online Sales
1	Sold fish	Fish/Month	161	258
2	Income	IDR/Month	2,252,632	5,423,684
3	Total Cost	IDR/Month	540,718	750,455
4	Income	IDR/Month	1,711,914	4,673,230

Source: Primary Data Processing, 2022

Based on Table 1, it can be seen the difference between before online sales and after online sales. Prior to online sales, 161 Betta were sold with revenues of IDR 2,252,632. After deducting the total cost of IDR 540,718, the farmer's income was IDR 1,711,914 per month. Meanwhile, after online sales, 258 Betta were sold with revenues of IDR 5,423,684. After deducting the total cost of IDR 750,455, the farmer's income was IDR 4,673,230. The results of the normality test were obtained by Test Statistics of 0.092 and Asymp.Sig. (2-tailed) of 0.200 > 0.05. This shows that the data is normally distributed and feasible to use (Table 2).

Table 2. Results of the Kolmogrov-Smirnov Normality Test.

One-Sample Kolmogrov-Smirnov Test		Unstandardized Residuals
N		38
Normal Parameters, b	Means	,0000000
	std. Deviation	570380,71551026
Most Extreme Differences	Absolute	,092
	Positive	,092
	Negative	-,078
Test Statistics		,092
asympt. Sig. (2-tailed)		,200

Source: Primary Data Processing, 2021

The results of the linearity test were obtained by Sig. (0.194) > 0.05, so it can be interpreted that the relationship between online sales and income variable for Betta farmers is significantly linear (Table 3).

Table 3. Results of the Linearity Test

	Sum of Squares	df	MeanSquare	F	Sig.
after Between (Combined)	389837604330095,600	28	13922771583217,701	64,769	,000
* sale Groups					
Linearity Deviation	379734871046321,940	1	379734871046321,940	1766,546	,000
From Linearity	10102733283773,688	27	374175306806,433	1,741	,194
Within Groups	1934630659388,334	9	214958962154,259		
Total	391772234989483,940	37			

Source: Primary Data Processing, 2021

This is also supported by the results of the linearity test based on the scatterplot graph which is a graph used to see a pattern of relationship between two variables. Based on the scatterplot graph, it can be seen that the data plot points form a line pattern from the bottom left to the top right. This shows that there is a linear and positive relationship between the Online Sales variable (X) and the Income variable (Y) (Figure 2).

Based on the results of the Heteroscedasticity test with the Glejser test, it was found that the sales variable with a sig. of 0.088, this Significant value is greater than 0.05, thus it can be concluded that there is no heteroscedasticity or the pattern of the disturbance variables does not contain heteroscedasticity. The results of the regression analysis showed that the regression coefficient obtained was very significant (Table 4).

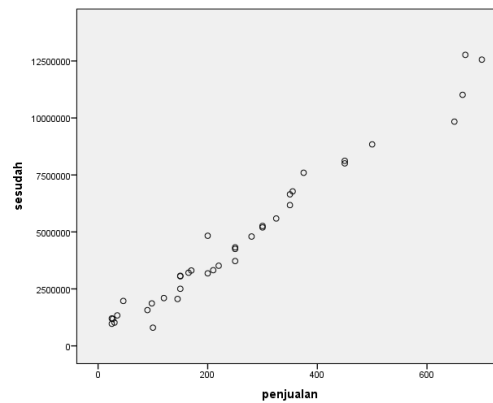


Figure 2. Linearity Test Results with the Scatterplot Test

Table 4. Simple Regression Value

Model	B	Unstandardized Coefficients		Standardized Coefficients		
		std. Error		Betas	Q	Sig.
1	(Constant)	330,789,063	159,384,363		2,075	.045
	Sale	16,793,481	498,328	.965	33,700	.000

Table 4 shows that the significance value obtained is $0.0001 < 0.05$, this indicates that the online sales variable (X) has a very significant effect on the Betta fish cultivator's income variable (Y). Sa'ad (2017) states that the results of the Electronic Commerce (E-Commerce) variable have a significant effect on increasing income with a significant value of $0.000 < 0.05$. Based on Table 4, the online sales regression model for Betta farmers income is $y = 330,789.063 + 16,793.481 X$. The regression coefficient value is plus (+), so it can be said that online sales (X) have a positive effect on income (Y). This is in accordance with the research by Zuhri *et al.* (2021), the results of the analysis obtained the regression equation, namely $Y = 6.498 + 0.573 X$ which means that the consistency value of the ornamental fish business variable is 6.498, the X regression coefficient is 0.573 which states that an addition of 1% the value of online marketing increases the ornamental fish business by 0.573.

4. Conclusion

Online sales have a very significant effect on the income of Betta farmers in Pekanbaru City by 96.9%. The increase in Betta farmers' income after using online sales was 137%. This increase occurred because online sales covered a wider market.

5. References

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