



THE EFFECT OF BUSINESS LOCATION ON SALES RESULT IN THE TRADITIONAL MARKET

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Abstract

Accuracy in choosing a location is one of the factors that determine the success of a business. Entrepreneurs always have a location close to customers to provide primary service to customers so that relationships can be maintained properly. The right business location is expected to meet consumer expectations to obtain profit, but if there is an error in choosing a business location automatically the maximum profit will not be obtained by the entrepreneur. The purpose of this research was to determine the effect of choosing a business location on sales. The selection of sales locations is very influential on the sales results of traders. The place/location of the business is one element of the marketing mix which is very important for the continuity of a business. This type of research includes field research, namely the new market clothing store and the old market in the Rantaupraptat. This research is descriptive because this study seeks to collect existing facts. This research focuses on efforts to reveal a problem and the situation as it is, which is examined is the technique of interviewing and documentation. While the data analysis was carried out using the data obtained in the form of descriptions, then the data were analyzed using inductive thinking. The results of the research indicate that there is a very strong relationship between the place of business and the profit. The place of business has a positive effect on the profits obtained by the trader.

Keywords: Selection, Business Location, Sales Results

INTRODUCTION

The number of companies engaged in business today will lead to increasingly fierce competition. Situations like this require every company to focus more on directing attention to many factors to determine success in a business. One of the most decisive things in business success is a strategic place or location. A comfortable, safe, clean, crowded and easily accessible business location are some of the location criteria that are in demand by many consumers.

A marketing location is a place where an entrepreneur must be good at choosing a location that is the main component so that the business is run can compete effectively. The accuracy of location selection is one of the factors considered by an entrepreneur before opening his business because the success of a business depends on choosing the right location in increasing sales results.

In the business field, the right location is the capital to achieve the goal. The location of the business is expected to meet the expectations of entrepreneurs to attract consumers to make a profit. Likewise, on the contrary, choosing the wrong location will hamper all business performance and movements, so that it will limit the ability to earn profits and business continuity. Therefore, an entrepreneur must have careful consideration before opening his business.

Before opening a business, an entrepreneur must have four marketing mix concepts known as the 4Ps (Product, price, place, promotion) in his business role, especially if an entrepreneur is just starting a start-up. According to Kotler Place (2009), everything that shows various activities business to make products so that the business they run can compete well. Therefore, a strategic and easily accessible business location will make it easier for consumers to make transactions

The right business location is expected to meet the expectations of entrepreneurs to be able to attract consumers to get big profits, therefore choosing a business located close to the market or the center of the crowd can make it easier for consumers to get the products/services they want. The choice of location also depends on what type of business the entrepreneurs want to have. Many factors determine the success of a business, one of which is the accuracy in choosing the location.

Based on the background described above, it is clear that the selection of a business location is important to increase public interest. This is what prompted the researcher to take the title of the research The Effect of Business Location on Sales Results (study on the new market clothing store business and the old market Rantauprapat)

Based on the above background, the authors formulate the research problem in the form of questions as follows. "How is the influence of business location on sales results in the new market clothing store business and the old market (Rantauprapat)?

LITERATUR REVIEW

Business Location

A business location is a place that becomes the center of business activities, whether technical, administrative, or managerial. The location selection factor is an important main component so that the business that is run can compete effectively. In addition, the location of the business also increases the chances of getting consumers. Choosing the wrong business location will be very fatal and detrimental because later sales will not be optimal. Therefore, producers are required to be more sensitive to what consumers want so that they can provide services that are following what consumers want.

Concerning the fourth element of the marketing mix, namely place, a place can be interpreted as everything that shows the various activities carried out by businesses to make products available and accessible to target customers (Kotler, 1997: 82). According to Fandy Tjiptono (2007) the selection of places or business locations requires careful consideration of the following factors: a) Access, for example a location that is easy to pass or easy to reach by means of transportation; b) Visibility, e.g. a location that can be seen clearly from the roadside; c) Traffic, where there are two things to consider, namely: The number of people passing by can give a big impulse buying and traffic congestion and congestion can also be an obstacle, for example police, fire and ambulance services; d) Ample and secure parking; e) Expansion, namely the availability of a large enough space for business expansion in the future; f) Environment, namely the surrounding area that supports the offered business. For example simple restaurant near to the Market Area, Hospital, Police Station and others. g) Competition, namely the location of competitors. For example, in determining the location of a restaurant, it is necessary to consider whether on

the street or in the same area there are also many other restaurants; h) Government Regulations.

Sales Results

Swastha said (2008: 10) sales is an interaction between individuals meeting each other face to face which is shown to create, improve, control or maintain mutually beneficial exchange relationships with other parties.

Sales Goal

In general, all entrepreneurs or traders have the same goal, namely to get as much profit as possible. But this can happen if everything goes according to what has been planned.

According to Swastha and Irawan (2008: 404) in general, businesses have three general goals in sales, namely: a) Reach a certain sales volume; b) Get certain profit; c) Supporting business growth.

Factors Affecting Sales Results

The factors that affect sales results according to Kotler (2000: 55) include: a) Product is an offer in the form of goods, services, or a mixture of both to satisfy the needs of the company. Relating to products are branding, packaging, assurance, new product development, product quality and existing product lines; b) Place to put it simply, place here is defined as a distribution channel that will be used by the company in distributing its products. Related to the place are wholesalers (including distributors, wholesalers), retailers (retailers), and logistics; c) Promotion is how companies communicate their products/services to their distribution channels and target markets to influence their attitudes and behavior. Promotion is divided into 3, namely personal selling, mass selling, and sales promotion; d) Price is the amount of money that consumers need to pay to get the company's offer. If companies see prices as revenue, consumers see prices as costs; e) Quality and quality of goods, with good quality, consumers will remain loyal to the products of the company, otherwise if the quality offered is poor, consumers will turn to other products.

RESEARCH METHOD

Research Design

The method used in this research is the desk method descriptive. The descriptive method is a research method to create a description of situations and events with research reports in the form of words containing data quotes to provide an overview of the presentation in the form of research reports. While the form of research is qualitative, namely describing what is in the field. Qualitative research is research that is carried out within a certain time in real life (natural) to find out in-depth a phenomenon. This study aims to describe the facts that occur regarding the Effect of Business Location on Sales Results.

The Collection Technique

In the research method there are data collections techniques, while the techniques used are:

Interview; An interview is a form of verbal communication that aims to obtain information. The interview is a technique of collecting data by way of one-sided question and answer which is done systematically and based on the purpose of the investigation. The data collection technique used in this study is a semi-structured interview which in this case researchers only ask questions following the framework of questions that have been prepared while the informants are given the freedom to answer questions. This interview is used to obtain data about the research process obtained from sources and to obtain information about the influence of business location on sales results. By using purposive sampling which is one of the non-random sampling techniques where the researcher determines the sampling by determining the special characteristics that are under the research objectives.

Documentation; Documentation is a way of finding data on things in the form of notes, books, newspapers, magazines, agendas, and others related to research problems. Documentation techniques are used to collect sample data, location plans for placing places that contain information and explanations as well as thoughts about phenomena that are still actual and following the research problem. The collected documentation can be in the form of historical, vision, mission, and structure sheets with the research location, namely the new market clothing store and the old market of Rantauprapat.

Data analysis technique; Data analysis is an effort carried out by working with data. In this study, the data analysis technique used is a descriptive qualitative type of field research. After the data is collected, the researchers draw up and conclude through inductive reasoning in analyzing the data. Inductive reasoning is a method of thinking that presents facts that are specific, concrete, concrete events and then draw general conclusions.

RESULTS AND DISCUSSION

In running a business, the most important thing to consider is the place or location of the business. A strategic business location can make it easier for consumers to stop or come. Consumers can immediately see the menu that is served. The business location has the power to attract consumers. The choice of a strategic business location is one of the factors that affect the success of a business. The more strategic business location chosen, the higher the level of sales that will affect the success of a business. The selection of a good location is one thing that must be considered by traders so that their business can be seen by many people. Determination in choosing a location must be considered by traders so that in making sales, traders earn big profits.

This study explains that the place of business is very influential on the profits to be obtained by the trader, the size of the profits obtained is very dependent on the location and services of traders to consumers. The results of interviews conducted with two traders as clothing shop owners in the old market and the new market are: as follow: a) Based on the results of interviews with the owner of the clothing store Annisah Collection, the new market of Rantauprapat as the owner, Mrs. Elly said that in running her clothing store business the first thing she did was to choose a location or place that was easily accessible and seen by consumers. This is important because the location of the business affects the income of traders. Mrs. Elly's income per day can reach 600,000.00 one day depending on the model of clothing purchased by consumers, while on the big day before Eid, Mrs. Elly's turnover usually reaches 5.000.000,00 to 7.000.000,00 one day. Elly also said that the location of the business can also affect the amount of profit. The location of the store in a busy and strategic area as well as on the highway will provide opportunities in attractive to consumers. Location is also able to affect the amount of profit based on expenses; b) Based

on the results of interviews with the owner of the clothing store, Najla Batik Collection, the old market of Rantauprapat, as the owner, Ibu Budi Hayati has been running a clothing store since 2000. What is a consideration in choosing a business location now is that Ibu Budi's clothing store is located in the interior of the market and far from the outskirts. roads and parking lots. The choice of business location for him is not very important because consumers will still come to him because he already has a lot of customers. Budi's income reaches 500.000,00 one day while on the big day before Eid, Bu Budi's turnover usually reaches 1.000, 00 to 3.000,00 one day; c) Based on interviews with consumers in the new market, the reason they shop in the new market is that it is easy to reach by consumers so that consumers feel satisfied in shopping, the location is strategic and easy to reach by consumers provided. The quality of the products provided is good and does not disappoint consumers.

Table I
Comparison between New Market and Old Market

New Market	Old Market
The place of business in the new market has played an important and very good role. In obtaining profits it is quite good because the selection of a strategic store location makes it easier for consumers to meet the needs and increase the profits of traders.	The place of business in the old market has played a good role, but in influencing profits it is still not high, so to increase profits, traders need to increase attractiveness to consumers because the store that is located does not play a good role.

Table 2
Profit Table between New Market and Old Market Traders

Merchant Name	Profit Amount	Number of traders
Bu Elly	5.000,00-7.000,00	1
Bu Budi	1.000,00-3.000,00	1

Based on the table above, the profits obtained by traders can be described. The number of traders who made a profit of 5,000.00 - 7,000.00 was 1 person, namely Mrs. Elly while the one who made a profit of 1.000,00 - 3.000.00 was 1 person, namely Mrs. Budi. Mrs. Elly has a high income but the costs incurred by Mrs. Elly is also high while Mrs. Budi has a low income because the costs incurred by Mrs. Budi are also low and the location of the business is located in the market and it is so far from the crowds; d) The

location of the business location will affect the amount of profit. A location in a crowded and strategic place will provide opportunities to attract consumers. The location of a business can also affect the amount of profit based on expenses with a business location that is in the market and away from the crowds. For this reason, in opening a business, it is necessary to pay attention to the location and comfort in doing business.

CONCLUSION

Before opening a business, there are several important factors in choosing a business location, name access, visibility, environment, and parking. And an important factor for business owners is competition. The more strategic where we open our business, the more positive impact we will have on sales results.

Given the positive influence between business location and sales results, it is conveyed for business owners to carefully and carefully consider the important factors in choosing a business location before starting their business. These factors include access, visibility, environment, parking space and also competition.

In order to be more profitable and fulfill the wishes of business owners regarding the results of their sales, it is expected to make correct recordings of the level of sales per day, consumer arrivals per day and net income. To increase profits, it is hoped that the parties involved will pay more attention to the provision of places and apply regulations.

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