

Analysis of the Influence of Labeling and Price on Market Share of Teh Kota Beverage Products in Ngimbang District

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Article Info	ABSTRACT
Keyword: Labelling, price, market share, marketing strategy, and influence analysis	This study aims to determine the effect of labeling and price on market share of Teh Kota beverage products in Ngimbang District. This type of research is quantitative research. The population in this study were the people of Ngimbang District who had at least more than 1 time purchased Teh Kota products. The sampling technique used the purposive sampling method with the Lemeshow formula so that a sample size of 96 respondents was obtained. The data collection technique used an online questionnaire distribution via Google Form which had been tested for validity and reliability. The data analysis technique used the classical assumption test, multiple linear regression, coefficient of determination, t-test, and f-test using the SPSS 25 program. The results of this study stated that the Labeling and Price variables were significant predictors in increasing market share simultaneously. However, partially only the labeling variable influenced market share. Thus, both are important in determining how a product is purchased and used by consumers in the market. However, only existing labeling has a significant impact on market share

INTRODUCTION

In today's modern and rapidly developing world, every human need plays a very important role in human welfare. The food aspect is the most basic human need. The community's dependence on food and beverages can also be seen from the Central Statistics Agency Data in 2022 in Indonesian Data which noted that the food and beverage industry in Indonesia grew 2.54% compared to 2020 (Karnadi, 2022).

In Indonesia, the beverage sector is growing rapidly, where there are many types of processed drinks that can be consumed by all parties. Such as bottled drinking water, milk drink products, coffee and tea. The high consumption of ready-to-eat food and drinks in Indonesia has made many companies compete to meet these needs. Based on the Big Indonesian Dictionary or KBBI, a drink is something or something that is drunk and contemporary means the current or current state, so that literally contemporary drinks can be interpreted as something that is drunk today. Contemporary drinks is a term used for innovative and popular drinks, both because of their unique taste and characteristics. The most popular drink is Es Teh Kota, where its competitors are mochi tea, fond memories coffee, kulo coffee, haus Indonesia, Yuba tea.

Labeling serves as a means of communication between producers and consumers. Informative and attractive labels can provide consumers with confidence in the quality, halalness, and safety of a product. With increasing consumer awareness of health and sustainability issues, clear labeling, such as information on ingredients, nutritional value, and certification (e.g., halal or organic), is becoming a major factor in influencing purchasing decisions. Beverage products that have good labels tend to be more in demand, because consumers feel more confident and comfortable when choosing them.

In addition to product labeling, consumers will also ask about the price of the product. Price is the value of money that must be paid by customers to sellers and buyers of goods they buy (Zulkarnaen, 2023). Price is an important factor in daily product fluctuations

This study examines the effect of labeling and price on market share by taking the object of research, namely Teh Kota in Ngimbang District. The reason for taking this object is because Teh Kota is a drink that is in demand by all groups. So it has an impact on market share in Ngimbang District. Based on the background and phenomena that have been explained previously, the purpose of the study is to determine the effect of labeling and price on market share on Teh Kota beverage products in Ngimbang District.

RESEARCH METHODS

Quantitative research is a research based on positivist philosophy, as a scientific method because it has met scientific principles concretely or empirically, objectively, measurably, rationally, and systematically. The quantitative method aims to test the established hypothesis that will be used to research certain populations and samples, data collection using research instruments, and quantitative or statistical data analysis (numbers) according to Sugiyono (2019). This quantitative research can be classified as Explanatory Research. Explanatory research is a research method that aims to explain the position of the variables studied and the influence of one variable on another (Sugiyono, 2019) in Sinabella (2019). The reason researchers chose this type of research was to test the proposed hypothesis, so the hope of this research can explain the relationship and influence between the independent variables and the related dependent variables. This research will test the influence of the relationship between variables. In this study, there are 3 variables to be studied, namely the independent variables consisting of Labeling as the independent variable (X_1) and Price (X_2), and the dependent variable, namely market share (Y).

According to (Sugiyono, 2021:126) states that population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to be studied and after that conclusions are drawn. The population in this study was the Ngimbang District community who had made purchases at Teh Kota Ngimbang. According to Paramita, et al (2021: 60) a sample is a subset of a population consisting of several members of the population. This subset is chosen because in most cases researchers cannot examine the entire population, so it is necessary to represent the population. The sampling technique used is the purposive sampling method because not all samples meet the criteria. According to Sugiyono (2022: 84), non-profitability sampling is defined as "a sample collection technique that does not provide equal opportunities or opportunities for each individual or member of the population to be selected as a sample". The non-profitability sampling used in this study is purposive sampling with respondents who have made at least 1 purchase at Teh Kota in Ngimbang District.

According to Riyanto & Hatmawan (2020) sample calculations using the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty. In calculating the number of samples, researchers use the Lemeshow formula: Based on the calculation results above, the number of samples studied by the researcher was 96 respondents.

The data analysis used is multiple linear regression analysis used to determine how much influence the independent variables have on the dependent variable (Sari, 2022), the coefficient of determination test is used to measure the extent to which the model's ability to explain the dependent variables (Ghozali in Sari, 2022), partial tests are used to determine whether or not each of the independent variables and the dependent variable has an influence (Sugiyono in Sari, 2022) and simultaneous tests are used to determine the strength of the influence of all independent variables together on the dependent variable (Sari, 2022)

RESULTS AND DISCUSSION

Multiple Linear Regression

Multiple linear regression analysis is used to determine how much influence the independent variables have on the dependent variable (Sari, 2022). The results of multiple linear regression can be seen in Table 1.

Table 1
Multiple Linear Regression

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	14.578	2.526	
	x1	.283	.098	.295
	x2	.147	.092	.165

a. Dependent Variable: y

In line with the regression equation, there are several explanations, namely:

- The constant value is 14.578, which means that if the Labeling and Price variables are considered zero, the Market Share will be 14.578
- The value of the Labeling variable regression coefficient is 0.283, which means that for every one unit increase in the market share variable, the market share is 0.283. Conversely, a decrease in the Labeling variable by one unit causes the market share to decrease by 0.283 units, assuming that other variables are constant
- The value of the Price variable regression coefficient is 0.147, which means that for every one unit increase in the price variable, the market share also increases by 0.147. Conversely, a decrease in the price variable by one unit also decreases the market share by 0.147 units, assuming that other variables are constant.

Based on the multiple linear regression equation, it can be seen that the most influential independent variable is the labeling variable with a coefficient of 0.283 and the least influential is price with a coefficient of 0.147.

Coefficient of Determination Test

According to Ghazali in Sari (2022), the coefficient of determination test is a test used to measure the extent to which a model's ability to explain dependent variables. The coefficient of determination value is $0 \leq R^2 \leq 1$ or between zero and one. The value of this coefficient of determination can be seen in Table 2 of the model summary, namely in the Adjusted R² column which is used to find out how large the independent variables are in the study. The greater the Adjusted R² value, the better the regression used, and vice versa, because it indicates that the ability of the independent variables to explain the dependent variables is also greater (Sari, 2022).

Table 2
Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.400	.866

a. Predictors: (Constant), Harga_X2, labelisasi_X1

Aligned with the previous table, it is interpreted that R² is 0.400, meaning that 40% of the Market Share (Y) in the Ngimbang Community can be explained by the two independent variables Labeling (X1) and Price (X2). Then 100% -40%, the remaining 60% is described in various other indicators.

Partial Test (t-test)

Partial regression test is done by T test. Based on the fact that N is 96 and the signal level is 0.05, the t table is 1.661. H0 is accepted and Ha is rejected (not significant) when the t number is smaller than the t table. Therefore, H0 is rejected, and Ha is accepted (significant) when the t value is greater than the t table in Table 3.

Table 3
Partial Test (t-test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	t
		B	Std. Error	Beta		
1	(Constant)	14.578	2.526		.000	5.770
	labelisasi_X1	.283	.098	.295	.005	2.878
	Harga_X2	.147	.092	.165	.111	1.610

a. Dependent Variable: P.Pasar_Y

It can be observed from the previous table that:

- There is a Labelization variable (X_1) with a known t count of 2.878, which exceeds 1.661 with a significance value of 0.005, which is less than or equal to α . With this, H0 is rejected and Ha is accepted. This means that there are significant implications between Labelization (X_1) through Market Share (Y) in the Ngimbang District community.
- There is a Price variable (X_2) with a known t count of 1.610, which is less than 1.661 with a significance value of 0.111, which is greater than α . With this, H0 is accepted and Ha is rejected. This means that there are no significant implications between price (X_2) and Market Share (Y) in the Ngimbang District community.

Test F

The test f in the case studied was applied to test the significance of the implications of labeling, and prices simultaneously. It is known that N = 96 has a significance level of 0.05 so that the f table is 2.699. If the calculated $f > f$ table also has a significance < 0.05 , it means it is significant. If the calculated $f > f$ table also has a significance > 0.05 , it means it is not significant.

Table 4
Test F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627.835	2	313.917	35.448	.000 ^b
	Residual	823.571	93	8.856		
	Total	1451.406	95			

a. Dependent Variable: PangsaPasar_y

b. Predictors: (Constant), Harga_x2, Labelisasi_X1

The number of f table is 35.448 which is greater than 2.699, as shown by the previous table, and the significance of 0.000 is less than 0.05. That is, in the case of labeling variables (X_1), Price (X_2), which together imply the market share variable (Y).

conclusions and suggestions

The research underlines that the Labeling and Price variables are significant predictors in increasing market share simultaneously. However, only the labeling variable partially influences market share. Thus, both are important in determining how a product is purchased and used by consumers in

the market. However, only existing labeling has a significant impact on market prices. This shows that the information contained on the product label, such as quality, price, or certification, has a greater impact on consumer purchasing decisions than price. The people of Ngimbang District are increasingly aware of the important factors listed on the product label, such as its quality, compared to the price of the product itself.

On the other hand, price does not have a significant and statistically significant effect on market prices, which may be due to other factors such as consumer preferences for quality or price, which are more important than price growth. This shows that although price is important in the context of marketing, labeling or information sent through labels has a greater impact on influencing consumer confidence in this area. Therefore, business actors, especially Teh Kota and generally Tea traders operating in Ngimbang District must concentrate more on effective labeling strategies to increase the attractiveness of their products, while price may not be the most important factor in increasing market size.

Suggestions for future authors, researchers suggest adding variables outside the subject of research. Topics suggested for further research, for example, factors such as promotion, after-sales service, brand loyalty, or even cultural factors and consumer habits in Ngimbang District are carried out to be able to influence market share.

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