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The Effect of Land Area, Selling Price and Farming Costs on the Income of Red Chili Farmers in Lingga Village, Simpang Empat District, Karo Regency

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Abstract

This research aims to determine how much influence land area, selling price and farming costs have on the income of red chili farmers in Lingga Village, Simpang Empat District, Karo Regency, North Sumatra.The type of research used is explanatory research with a quantitative approach. This research uses primary data where data collection uses questionnaires and interviews. The population and sample in this research were 50 red chili farmers in Lingga Village, Simpang Empat District, Karo Regency, North Sumatra. This data was then processed using SPSS 22 and analyzed using multiple linear regression analysis techniques, simple linear regression and moderating variable regression using the interaction method.The research results show that fertilizer and labor partially have a positive effect on red chili production, while land area, seeds and medicines have no effect on red chili production. Simultaneously, land area, seeds, fertilizer, medicines and labor influence red chili production. Partially, red chili production has a positive and significant effect on the income of red chili farmers, while land rental costs, seed costs, fertilizer costs, medicine costs and labor costs have no effect on red chili income. Simultaneously, land rental costs, seed costs, fertilizer costs, medicine costs, labor and production costs influence red chili income. Production influences the income of red chili farmers. Selling Price as a quasi-moderating variable (as an independent variable and moderating variable) between Red Chili Production and Red Chili Farmers' Income.

Keywords: land area; selling price; farming costs; income

1. Introduction

Chillies are an important commodity in the lives of Indonesians. Almost all households consume chillies every day as a complement to family dishes. Because chilli is not only used as a mixture of side dishes but chilli is also used as a flavouring and complementary ingredient in food, so the need for red chilli always increases every year. The current development of red chillies cultivated by farmers is quite extensive, this is because the price of red chillies is quite profitable and red chillies are needed by the wider community and the demand for chillies tends to increase every year. The following are the 5 districts that contribute the largest red chilli production in North Sumatra and the 5 sub-districts that contribute the largest red chilli production to Karo Regency.

Table 1. Red Chili Production in North Sumatra (kw)

Regency	2021	2022
Simalungun	759.190	596.877
Karo	657.554	638.075
Batu Bara	156.548	282.377
Dairi	168.290	100.410
Tapanuli Utara	77.691	78.536

Source: Badan Pusat Statistik North Sumatera (2022)

Table 2. Red Chili Production in Karo Regency (kw)

District	2021	2022
Merek	153.768	80.117
Simpang Empat	94.291	84.685
Dolat Rayat	77.980	53.395
Barus Jahe	62.907	64.382
Naman Teran	35.819	81.994

Source: Badan Pusat Statistik Karo (2022)

Production is determined by several factors. The first factor is land area, the production obtained by farmers is influenced by land area. When farmers have a large area of land, it will produce greater production, but farmers can also produce less than maximum production with large land when there are obstacles to red chilli plants such as pests and diseases that attack red chilli plants. Farming costs are an important factor that must be considered when a farm will produce production. The farming costs incurred by farmers do not match the results or the selling price obtained by farmers. Farmers only produce and only sell production to the local market or to intermediary traders. When farmers sell their red chilli harvest to the market, they do not have a favourable bargaining position during the transaction because the price of the red chilli they produce is highly dependent on the market. As a result, farmers only act as price takers and not price makers. It is the traders who distribute the produce to other areas. The profit earned by traders is 40.41% (Total Trade Distribution Survey 2021) while farmers only earn 16.92% of their capital. When the selling price is high, farmers do not make a profit because they rarely bring their harvest directly to the primary market or sell it directly to retailers. And when the price drops, farmers lose a lot of money because they have to cover the rising costs of farming.

Based on the above problems, researchers are interested in conducting research in the village with the title "The Effect of Land Area, Selling Price and Farming Costs on the Income of Red Chilli Farmers in Lingga Village, Simpang Empat District, Karo Regency".

2. Literature Review

2.1. Red Chili Plants

Chilli is a shrub from the aubergine family (solanacae) with the scientific name Capsicum annum L. originated in the Americas, precisely the area of Peru and spread to the countries of the Americas, Europe, and Asia, including Indonesia. Apart from Indonesia, chillies are also grown and popular as a spice in other Southeast Asian countries [1]. According to the [2] although not native to Indonesia as it is thought to originate from Latin America, red chilli is one of the important vegetables in Indonesia. Red chillies fulfil the typical Indonesian need for the spicy flavour of a dish. Red chillies also provide an appetising colour and flavour. It can be said that red chillies are an agricultural commodity that is never absent from the kitchens of Indonesians.

2.2. Price Fluctuation

According to the [3] price fluctuations are fluctuations in the price of a good or object, if the goods are in great demand by consumers, the price will increase and if the object is less in demand, the price will decrease. The theory of price fluctuations can be adopted from the laws of demand and supply that occur in the market. The law of demand states that if the price increases, the amount of goods demanded will decrease and the law of supply states that if the price decreases, the amount of goods offered will decrease [4].

2.3. Production

According to the [5] the result of the end of a production process is the product or output. Production in agriculture can vary, among others, due to differences in quality. This can be understood because good quality is produced by good production and carried out properly and vice versa, the quality of production becomes less good if the farm is carried out poorly. Economically, productivity is how the results achieved (output) as much as possible with the sacrifice of resources used (input) as small as possible. Technically, productivity is formulated as an output/input ratio.

2.4. Consumption

Consumption is any activity of utilising, spending the use value of a good or service to fulfil needs in order to maintain survival. Food consumption is the type and amount of food eaten by a person with a specific purpose at a specific time. Food consumption is intended to fulfil individual needs biologically, psychologically and socially [6].

2.5. Marketing

Marketing aims to build profitable interactions between businesses and the general public. According to the [7] marketing is

one of the main activities that companies must carry out, be it commodity companies or service companies, in order to keep their business running. The existence of collecting traders and sending traders is felt to be very useful for farmers and consumers, because the existence of these traders farmers who have large harvests do not need to bother selling crops to the primary market or directly to consumers, in addition to reducing marketing costs, while for consumers do not need to come directly to farmers who are located quite far away. In red chilli marketing, there will be price differences between marketing institutions. The difference is due to the costs of each marketing institution. The price difference is called the margin. The size of the margin will affect the price at the farm level. If the total margin is high, it will cause the price received by farmers to be low. The share received by farmers can be known by comparing the selling price at the farm level with the selling price to consumers.

2.6. Marketing Margin

Marketing margin is the price paid by consumers minus the price received by producers. Marketing costs are the costs incurred by each institution in the marketing process. Marketing profit is the amount of marketing margin minus marketing costs. Marketing margin is the price difference between what is paid to the first seller and the price paid by the last buyer [8]. To find out the share of prices received by producers, it can be done by comparing producer-level prices with retail-level prices valued in units of per cent.

2.7. Red Chili Farming Income

According to the [9] the theory of income is all receipts in the form of money or in the form of goods originating from other parties or industrial products that are valued on the basis of a number of money from the current property. Income is a source of one's income to meet daily needs and is very important for one's survival and livelihood directly or indirectly. Farm income is the total revenue received by farmers after deducting the costs incurred in the production process, such as the cost of purchasing fertilizers, wages, seeds, land rent, land taxes, labour, and the cost of depreciation of agricultural equipment in one planting season. Farm income is the value of production obtained by the farm from the total product multiplied by the selling price at the farm level, the unit used is Rupiah [10].

2.8. Land Area

According to the [11] in agricultural production land has the most important position. This is evident from the amount of services received by land compared to other factors. The area of land planted will affect the number of crops that can be planted which in turn can affect the amount of production produced. If the farmer's land area is large enough, the economic opportunity to increase production and income will be greater. According to the [12] the size of farmland has an impact on the scale of farming, which in turn has an impact on how well a farm is run. It is often seen that the larger the land area used for farming, the less effective its utilisation. This is based on the idea that the size of the land means there is less effort to take actions that lead to efficiency.

2.9. Selling Price

According to the [13] the selling price is the amount of money that the buyer is willing to pay and the seller is willing to accept. Selling price is the value reflected in the price list, retail price, and price is the final value received by the company as revenue or *net price*. The selling price is the sum of the cost of goods sold, administrative costs, selling costs, and the desired profit. According to the[14] price is the amount of money paid for products and services or the sum of all values exchanged by consumers to own or use the benefits of a good and service. The price referred to here is the price resulting from the cost price and the margin agreed by both parties. Prices affect total revenue and total costs, so that in the end prices affect profit or business profits. The higher the price offered by the producer, the higher the revenue earned.

2.10. Farming Costs

Farming costs are all costs incurred to meet production needs. costs are the total expenditure in the form of money used to produce a product during one period. Costs are the value of sacrifices incurred to obtain results. Farming costs will be influenced by the amount of input use, the price of inputs, labour, labour wages, and the intensity of farm management [15].

3. Research Method

This type of research includes explanatory research with a quantitative approach. The type of data used is primary data, primary data is obtained through surveys, to obtain data consisting of questionnaires to see community responses to the income of red chilli farmers in Lingga Village. Primary data collection is done by distributing questionnaires to respondents. The population that the author uses as the object of research is 50 red chilli farmers in Lingga Village. The sample in this study were all red chilli farmers in Lingga Village, Simpang Empat District, Karo Regency. The entire population in this study is part of the research sample.

This study uses two dependent variables six independent variables and one moderating variable. The dependent variables in this study are production (Y_1) and income (Y_2), while the independent variables in this study are land area (X_1), land rent (X_2),

seeds (X_3), fertilisers (X_4), pesticides (X_5) and labour (X_6). To determine the effect of the variables of Land Area (X_1), Seeds (X_3), Fertilisers (X_4), Medicines (X_5) and Labour (X_6) on Red Chilli Production in Lingga Village (Y_1) a multiple linear regression analysis model was used with the estimation model:

$$Y1 = \alpha_0 + \alpha_1 X_1 + \alpha_3 X_3 + \alpha_4 X_4 + \alpha_5 X_5 + \alpha_6 X_6 + \text{€}$$

Descriptions:
Y   = Production
α_0 = Constant coefficient
X_1 = Land area
X_3 = Seeds
X_4 = Fertiliser
X_5 = Pesticide
X_6 = Labour
€   = Disturbance rate

To determine the effect of variable Land Rent Costs (X_2), Seed Costs (X_3), Fertiliser Costs (X_4), Pesticide Costs (X_5), Labour Costs (X_6) and Production (Y_1) affect the Income of Red Chilli Farmers in Linga Village (Y_2) a multiple linear regression analysis model is used with the estimation model:

$$Y2 = \beta_0 + \beta_1 X_1 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 Y + \text{€}$$

Descriptions:
Y_2 = Income
β_0 = Constant coefficient
X_2 = Land rent cost
X_3 = Seedling cost
X_4 = Fertiliser cost
X_5 = Pesticide cost
X_6 = Labour cost
Y   = Production
€   = Disturbance rate

To determine the effect of the Production variable (Y_1) on the Income of Red Chilli Farmers in Lingga Village (Y_2) a simple linear regression analysis model was used with the estimation model:

$$Y2 = C0 + C1Y + \text{€}$$

Descriptions:
Y_2 = Income
C_0 = Constant coefficient
Y   = Land rent cost
€   = Disturbance rate

To find out whether the Selling Price variable (Z) which is used as a moderating variable can strengthen or even weaken the relationship between the Red Chilli Production variable in Lingga Village (Y1) on the Red Chilli Farmer Income variable in Lingga Village (Y2), the moderating variable regression analysis model with the interaction method with the estimation model is used:

$$Y2 = d0 + d1Y1 + d2Z + d3YZ + \text{€}$$

Descriptions:
Y_2 = Income
d_0 = Constant coefficient
Y_1 = Production
Z   = Selling price
€   = Disturbance rate

Moderation regression analysis with the interaction method is carried out with the following steps:
1. Regressing the independent variable (Y) on the dependent variable (Y_2), the following equation is obtained:
$$Y_2 = d_0 + d_1Y + € \qquad (a)$$
2. Regressing the independent variable (Y) and the variable hypothesised as a moderating variable (Z) on the dependent variable (Y_2), the following equation is obtained:
$$Y_2 = d_0 + d_1Y + d_2Z + € \qquad (b)$$
3. Multiplying the hypothesised variable as the independent variable (Y) with the moderating variable (Z) into an interaction variable.
4. Regressing the independent variable (Y), the hypothesised variable as the moderating variable (Z) and the interaction variable (YZ) on the dependent variable (Y_2).
$$Y_2 = d_0 + d_1Y + d_2Z + d_3YZ + € \qquad (c)$$
5. Draw conclusions on the moderation test, with the following criteria:
   a. If in equation b, d_2 is not significant ($d_2=0$) and in equation c, d_3 is also not significant ($d_3=0$), then Z is not a moderator variable, but only as an independent variable.
   b. If in equation b, d2 is significant ($d_2\neq0$) and Z in equation c, d3 is significant ($d_3\neq0$), then Z is a quasi moderator variable.
   c. If in equation b, d_2 is not significant ($d_2=0$) and Z in equation c, d2 is significant ($d_3\neq0$), or vice versa, then Z is a pure moderator variable.

4. Results and Discussion

Multiple linear regression is used to determine the effect of the variables of Land Area (X_1), Seeds (X_3), Fertilizers (X_4), Pesticide (X_5) and Labour (X_6) on Red Chilli Production in Lingga Village (Y1), the following results were obtained:

Table 3. Result of Multiple Linear Regression

Variable	Coefficients	Sig.
Land Area (X_1)	0.035	0.712
Seeds (X_3)	-40.764	0.294
Fertilisers (X_4)	0.303	0.014
Pesticides (X_5)	-0.546	0.133
Labour (X_6)	19.637	0.000
Dependent Variable: Production F Sig; 0.000 R^2: 0.648		

Source: Researcher Processed Data

Based on multiple linear regression calculations calculation shown in table 3, the multiple regression analysis equation in this study is:

$$Y1 = -1219.516 + 0.035X1 - 40.764X3 + 0.303X4 - 0.546X5 + 19.637X6$$

Based on table 3, the results of data processing show that partially only the fertiliser (X_4) and labour (X_6) variables have a positive and significant effect on Red Chilli Production (Y_1) while other variables are not significant at the 95% confidence level. It can be seen from the significant value which is 0.014 and 0.000, both of which a smaller than the α value of 0.05. Based on table 3, it is known that the F Sig value is 0.000. This means that the significance value smaller than the value of 0.05, it is explained that the independent variables simultaneously affect the dependent variable significantly at the 95% confidence level. Based on table 3 obtained R^2 of 0.648 which means that the data shows that 64.8% of Red Chilli Production in Lingga Village is influenced by Land Area, Seeds, Fertilizers, Pesticide and Labour simultaneously, while the remaining 35.2% is influenced by other factors not discussed in this study. Land area is not significant to red chilli production because some agricultural land in the study area is no longer fertile, erratic weather causes crop yields to decline. Seeds are not significant to red chilli production because in the research area the use of seeds there are still some red chilli farmers who have not used superior seeds, namely seeds from previous harvests, which are then used repeatedly so that there is a decrease in quality which will have an impact on reducing red chilli production in Lingga Village. Fertilisers have a significant effect on red chilli production because in the research area although the use of fertilisers both organic and inorganic is still not in accordance with the recommendations but the application has shown a balance, this can be seen from the experience and interest of red chilli farmers in the research area. Pesticides have a negative and insignificant effect on red chilli production because red chilli farmers usually only use medicines when red chilli is attacked by pests or plant diseases. Other findings show that there are already many fake medicines in circulation that are used by

farmers to spray plants, this is what makes the harvest will go down. Labour has a significant effect on red chilli production because red chilli farmers in Lingga Village use both male and female labour by prioritising pest, disease and weed control in red chilli.

Multiple linear regression is used to determine the effect of variable Land rent costs (X_2), Seed costs (X_3), Fertilizer costs (X_4), Pesticide Costs (X_5), Labour costs (X_6) and Production (Y_1) affect the Income of Red Chilli Farmers in Linga Village (Y2), the following results were obtained:

Table 4. Result of Multiple Linear Regression

Variable	Coefficients	Sig.
Land Rent Costs (X_2)	-1.205	0.560
Seeds Costs (X_3)	-13.798	0.663
Fertilisers Costs (X_4)	-1.564	0.115
Pesticide Costs (X_5)	-8.669	0.409
Labour Costs (X_6)	-0.310	0.698
Ptoduction (Y_1)	31006.935	0.000
Dependent Variable: Income F Sig; 0.000 R^2: 0.937		

Source: Researcher Processed Data

Based on multiple linear regression calculations calculation shown in table 4, the multiple regression analysis equation in this study are:

$$Y_2 = -3376109.623 - 1.205X_2 - 13.798X_3 - 1.564X_4 - 8.669X_5 - 0.310X_6 + 31006.935Y$$

Based on table 4, the results of data processing show that partially only production (Y_1) variable have a positive and significant effect on the Income of Red Chilli Farmers (Y_2) while other variables are not significant at the 95% confidence level. It can be seen from the significant value which 0.000 smaller than the α value of 0.05. Based on table 4, it is known that the F Sig value is 0.000. This means that the significance value <0.05, it is explained that the independent variables simultaneously affect the dependent variable significantly at the 95% confidence level. Based on table 4 obtained R^2 of 0.648 which means that the data shows that 64.8% of Red Chilli Production in Lingga Village is influenced by Land Area, Seeds, Fertilizers, Pesticides and Labour simultaneously, while the remaining 35.2% is influenced by other factors not discussed in this study. Based on the results of research conducted in Lingga Village, Simpang Empat District, Karo Regency, tenyata land rental costs, seed costs, fertilizer costs, pesticide costs and labour costs have a negative and insignificant effect on the income of red chili farmers, this is because the costs incurred are inconsistent every time they are maintained so that the amount of income earned by red chili farmers changes.

Simple linear regression is used to determine the effect of the Production variable (Y1) on the Income of Red Chilli Farmers in Lingga Village (Y2), the following results are obtained:

Table 5. Result of Simple Linear Regression

Variable	Coefficients	Sig.
Ptoduction (Y_1)	27232.304	0.000
Dependent Variable: Income F Sig; 0.000 R^2: 0.916		

Source: Researcher Processed Data

Based on the simple linear regression calculation shown in table 5, the simple regression analysis equation in this study are:

$$Y2 = -13962770.426 + 27232.304Y1$$

Based on the table 5, the result of data processing show that Production variables have a positive effect on the income level of red chilli farmers in Lingga Village at the 95% confidence level. It can be seen from the significant value which 0.000 smaller than the α value of 0.05. Based on table 5, it is known that R^2 is 0.916, which means that the data shows that 91.6% of Red Chilli Farmers' Income in Lingga Village is influenced by Production, while the remaining 8.4% is influenced by other factors not discussed in this study. The amount of production in this study is the amount of harvest from the farm owned by red chilli farmers. If the demand for the amount of production is high, the price at the farm level will also be high, so that with the same costs farmers will get higher income. Conversely, if farmers have succeeded in increasing production, but prices fall, farmers' income will also

fall.

Regression of moderating variables with the interaction method is used to determine whether the Selling Price variable (Z) which is used as a moderating variable can strengthen or even weaken the relationship between the Red Chilli Production variable in Lingga Village (Y1) on the Red Chilli Farmer Income variable in Lingga Village (Y2), then the following results are obtained:

Table 6. Equation I Regression Analysis Results of Moderating Variables with Interaction Method

Variable	Coefficients	Sig.
Ptoduction (Y_1)	27232.304	0.000

Dependent Variable: Income
F Sig; 0.000
R^2: 0.916

Based on table 6, the regression equation is obtained as follows:
$$Y_2 = -13962770.426 + 27232.304Y_1$$

Based on the output of the first regression equation, the Sig value is 0.000, where $0.000 < 0.05$, then the production variable has a positive and significant effect on the income of red chilli farmers in Lingga Village at the 95% confidence level.

Table 7. Equation II Regression Analysis Results of Moderating Variables with Interaction Method

Variable	Coefficients	Sig.
Ptoduction (Y_1)	26059.205	0.000
Selling Prices (Z)	1313.929	0.000

Dependent Variable: Income
F Sig; 0.000
R^2: 0.958

Based on table 7, the regression equation is obtained as follows:

$$Y2 = -5034246.557 + 26059.205Y1 + 1313.929Z$$

Based on the output of the second regression equation, the Sig value is 0.000, where $0.000 < 0.05$, the selling price variable has a positive effect on the income of red chilli farmers in Lingga Village.

Table 8. Equation III Regression Analysis Results of Moderating Variables with Interaction Method

Variable	Coefficients	Sig.
Ptoduction (Y_1)	-9141.027	0.029
Selling Prices (Z)	-289.558	0.191
Interaction	1.165	0.000

Dependent Variable: Income
F Sig; 0.000
R^2: 0.958

Based on table 8, the regression equation is obtained as follows:

$$Y2 = -3255945.346 – 9141.027Y1 – 289.558Z + 1.165Y1Z$$

Based on the output of the third regression equation, the regression coefficient of the Interaction variable (multiplication between Production and Selling Price) is 1.165 with a Sig value of 0.000 where $0.000 < 0.05$, so the Interaction variable has a positive and significant effect on the Income of Red Chilli Farmers in Lingga Village at the 95% confidence level.

Based on the results of the above analysis, it is known that the Selling Price variable in the second regression equation (without including the interaction variable) has an effect on the Income of Red Chilli Farmers in Lingga Village, and in the third regression equation the Interaction variable has a significant effect on the Income of Red Chilli Farmers in Lingga Village. Therefore, Selling Price is a quasi-moderating variable (independent variable and moderating variable) between Red Chilli Production and Red Chilli Farmer Income in Lingga Village. Price plays a very important role in the scope of production and income where production requires a fixed selling price in terms of producing red chillies as well as the selling price income greatly influences in this case for the income of red chilli farmers. Improper determination of the selling price of red chillies is often fatal to financial problems and can affect the income of red chilli farmers. The inaccuracy can lead to risks, for example, continuous losses or cause production

to stall. For this reason, setting the selling price correctly because the selling price is the only element of the marketing mix that provides income or income.

5. Conclusion

Based on the results obtained from research on red chilli production and income of red chilli farmers in Lingga Village, Simpang Empat District, Karo Regency using multiple linear regression analysis, simple linear regression and moderation variable regression with interaction method, it can be concluded as follows:

1. Fertiliser and Labour partially have a positive and significant effect on Red Chilli Production in Lingga Village, Simpang Empat District, Karo Regency while other variables are not significant at the 95% confidence level.
2. Land Area, Seeds, Fertilisers, Pesticides and Labour simultaneously have a significant effect on Red Chilli Production in Lingga Village, Simpang Empat District, Karo Regency at the 95% confidence level.
3. Red Chilli Production partially has a positive and significant effect on the Income of Red Chilli Farmers in Lingga Village, Simpang Empat District, Karo Regency while other variables are not significant at the 95% confidence level.
4. Land Rent, Seed Costs, Fertiliser Costs, PesticidesCosts, Labour Costs and Production are simultaneously significant to the Income of Red Chilli Farmers in Lingga Village, Simpang Empat District, Karo Regency at the 95% confidence level.
5. Red Chilli Production has a positive and significant effect on the Income of Red Chilli Farmers in Lingga Village, Simpang Empat District, Karo Regency at the 95% confidence level.
6. Selling Price as a quasi-moderating variable (as an independent variable and moderating variable) between Red Chilli Production and Red Chilli Farmer Income in Lingga Village, Simpang Empat District, Karo Regency.

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