Sistem Penetapan Harga Jual Telur Puyuh di Kabupaten Jember (*The Determination System of Selling Prices of Quail Eggs in Jember City*)

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ABSTRACT

This research was aimed to determined the influence of pricing method of selling quail eggs based on demand, cost, profit and competition on the selling price of quail eggs in Jember Regency. This research using quantitative descriptive method. Location using purposive sampling in 7 subdistricts are Kaliwates Subdistrict, Sumbersari Subdistrict, Arjasa Subdistrict, Silo Subdistrict, Ajung Subdistrict, Gumukmas Subdistrict, and Bangsalsari Subdistrict by considering that subdistricts are quite represented for the research. The samples used is 10 quail farmers. The research instrument used a questioner with validity and reliability testing. According to the result data was analyzed by descriptive analysis, multiple linear regression test with SPSS 16.0 software. The results of the researchs showed that 10 quail farmers in 7 subdistricts at Jember regency more used cost-based pricing method. The result of multiple linear regression analysis showed, method of selling quail eggs based on demand, cost, profit and competition on the selling price of quail eggs in Jember Regency simultaneously influenced significantly to the selling price of quail eggs in Jember regency, with F-value calculation was 10.092 more than F table 5.19 (p = 0.013[a]). The method of determining the selling price of quail eggs wasn't influenced with partial method on the selling price of quail eggs in Jember regency.