

Assessing Profitability: The Impact of Selling Price Determination on the Revenue of Local Tofu Businesses

Aprillia Amanda¹, Zaenal Abidin², Sayidah Khoiratun Nisak³, Nilfatri⁴, Alisyah Pitri⁵, Sarwono⁶

¹ Institut Islam Al-Mujaddid Sabak; apriliaamanda@gmail.com

² Institut Islam Al-Mujaddid Sabak; Zaenalabidin@gmail.com

³ Institut Islam Al-Mujaddid Sabak; Sayidakhoiratunnisak@gmail.com

⁴ Institut Islam Al-Mujaddid Sabak; fatrinil51@gmail.com

⁵ Institut Islam Al-Mujaddid Sabak; alisyahpitri31@gmail.com

⁶ Institut Islam Al-Mujaddid Sabak; sarwono@gmail.com

ARTICLE INFO

Keywords:

Pricing, Income;
Micro-Enterprises;
Tofu Industry;
Islamic Economics

Article history:

Received 2025-07-04

Revised 2025-07-28

Accepted 2025-08-01

ABSTRACT

Pricing strategy plays a crucial role in determining the success and sustainability of micro-enterprises, particularly in the food sector such as the tofu industry. This study aims to analyze the effect of selling price determination on the income of tofu producers in Dendang District, Jambi Province. Using a quantitative approach and data collected through questionnaires from 82 respondents, the results of linear regression analysis indicate that the selling price variable significantly influences income, with a coefficient of determination (R^2) of 0.635. This suggests that 63.5% of the variation in income can be explained by the implemented pricing strategy. The novelty of this research lies in the integration of empirical analysis with an Islamic economic perspective, which emphasizes principles of fairness, transparency, and sustainability in business practices. The findings imply that the application of accurate and ethical pricing strategies not only enhances producers' income but also supports broader goals of local economic development and community well-being.

This is an open access article under the [CC BY](#) license.



Corresponding Author:

Aprilia Amanda

Institut Islam Al-Mujaddid Sabak; apriliaamanda@gmail.com

1. INTRODUCTION

In a rapidly evolving business environment, pricing strategy remains a fundamental aspect of a firm's competitiveness and sustainability (Alonge, Dudu, & Alao, 2024; Martínez, 2023). Pricing not only serves as a tool for cost recovery but also functions as a strategic instrument to attract consumers,

influence market behavior, and ultimately maximize revenue (Andrus, 2024). Among various marketing elements, price plays a unique role as it directly generates income, contrasting with other elements that primarily generate costs. Therefore, effective pricing is critical to both short-term profitability and long-term market positioning.

Small and Medium Enterprises (SMEs), especially those operating in the food production sector, face specific challenges in determining appropriate pricing (Islam, Sarker, Hossain, Ali, & Noor, 2021). Unlike large corporations with access to comprehensive market research and advanced pricing models, SMEs often rely on limited resources and localized knowledge. This limitation makes them more vulnerable to market fluctuations and competitive pressures. In such contexts, even minor errors in pricing decisions may significantly affect overall income and business continuity (Syafaat, Devi, & Musthofa, 2025).

The tofu industry, as part of the broader food processing sector, is a relevant case in point. Tofu is widely consumed across Indonesia, offering nutritional value at an affordable price, and serving as a staple protein source for many households (Kawira, 2021). Despite its seemingly simple production, the tofu business involves numerous strategic decisions, especially in terms of pricing. Producers must carefully balance between covering production costs, maintaining competitive prices, and ensuring reasonable profit margins (Mustari, Mere, Pitri, Wibowo, & Nilfatri, 2024). These pricing decisions, though often overlooked, have a profound impact on revenue generation, particularly for businesses operating on tight profit margins.

In rural and semi-urban areas such as Dendang District, tofu production remains a viable economic activity for small-scale entrepreneurs. However, the limited availability of soybean supply and the variability in local consumer purchasing power introduce significant complexity into pricing decisions. Moreover, competition among tofu producers—each with different cost structures, quality standards, and market reach—results in inconsistent pricing across the market. These inconsistencies may lead to unequal income distribution among producers, potentially hindering business growth and sustainability (Pranata et al., 2022).

Revenue, in economic and accounting terms, reflects the total monetary gain a business earns through its operations over a given period. It serves as a core indicator of business performance, influencing reinvestment capacity, operational efficiency, and overall business health (Bayu, Musthofa, Sunarti, & Nisak, 2025; Sofiatin, Musthofa, & Sunarti, 2025; Wijaya, Musthofa, & Dewi, 2025). Consequently, understanding the factors that influence revenue particularly pricing is vital. A misalignment between pricing strategy and market dynamics can lead to revenue instability, reduced competitiveness, and ultimately, business failure (Furbani, Rini, Bachtiar, Nilfatri, & Pitri, 2024).

The pricing-revenue relationship is further influenced by external factors, such as market demand, consumer perception, inflation, and competitor behavior (Gordan et al., 2022). Entrepreneurs need to not only consider production costs but also incorporate these dynamic elements into their pricing models. In local markets, where consumers are highly price-sensitive, price elasticity becomes a crucial variable. Understanding how changes in price affect consumer demand and overall revenue is essential for formulating a resilient business strategy (Fitri, Haeran, Munip, & Devi, 2024; Sapriandi, Nilfatri, Hidayat, Devi, & Pitri, 2025).

From a socio-economic perspective, increased revenue from local tofu businesses may contribute to poverty alleviation, household income improvement, and regional economic development. As tofu production often employs local labor and uses relatively simple technology, it aligns well with inclusive growth goals (Fatimah, Devi, Wandu, Mun'amah, & Sarwono, 2024; Sutiani, Mustofa, Fatimah, Devi, & Wargo, 2025). Thus, profitability in this sector holds implications beyond individual business success—it supports community welfare and food security in rural economies (Gupta & Saxena, 2024).

In the context of Islamic economic thought, financial gain is not solely viewed through the lens of material profit but also from ethical and spiritual dimensions. The Qur'an, in Surah Al-Baqarah (2:269), emphasizes the value of wisdom (hikmah) in conducting economic activities. Price-setting, when done ethically and thoughtfully, can lead not only to financial benefits but also to broader social good. This holistic view reinforces the importance of balanced and just pricing practices in business, aligning with values of fairness, accountability, and sustainability.

Given the strategic importance of pricing and its impact on business outcomes, this study aims to investigate the effect of selling price determination on the revenue of local tofu businesses in Dendang District. By employing a quantitative approach and focusing on this specific context, the research seeks to offer actionable insights for tofu entrepreneurs in optimizing their pricing strategies. The findings are expected to support improved decision-making and enhance the financial resilience of small-scale food producers (Sifat & Elahi, 2025).

Research Problem and Significance. Understanding the critical link between pricing and revenue is essential for improving business performance in the tofu sector. This research is significant because it addresses a practical problem faced by many local entrepreneurs and provides empirical evidence to support strategic decision-making. The core research questions are: a) Does the selling price significantly affect the revenue of tofu businesses? b) To what extent does pricing determination influence the income generated? Answering these questions will not only enrich academic discourse but also offer real-world implications for the sustainability and profitability of tofu enterprises in rural Indonesia.

2. METHODS

This study employs a quantitative research approach aimed at explaining the effect of selling price determination on the income of tofu businesses in the Dendang District. Quantitative research is grounded in the philosophy of positivism, which emphasizes objective, measurable data that can be statistically tested. Data collection is conducted using structured research instruments designed to obtain accurate and accountable information. Data analysis is carried out quantitatively and statistically to test the hypotheses formulated in advance, allowing the results of the study to serve as a basis for drawing generalizable conclusions.

This method emphasizes testing the relationships between variables through standardized instruments designed systematically. Quantitative research relies on numerical data obtained from instruments, experiments, or secondary data analysis. This approach is highly relevant for empirically testing theories and hypotheses, as the presentation of data in numerical form enables objective measurement and comparison. The specifications of quantitative research include careful planning from the initial stage through to reporting, covering the determination of research objectives, selection of subjects and objects, sampling methods, as well as data collection and analysis techniques. This type of approach is employed in the study to measure the extent of the influence between the independent variable—selling price determination (X)—and the dependent variable—the income of tofu entrepreneurs (Y).

The population in this study consists of all tofu business operators in the Dendang District, specifically comprising five tofu production units that operate daily. The population was determined based on the average number of customers over the past three months, totaling 309 consumers. Data were collected from two main sources: primary data obtained directly from respondents through questionnaires, and secondary data derived from the entrepreneurs' income and pricing records. Sampling was conducted using a census or saturated sampling technique due to the population size being fewer than 30 individuals, which allowed all population members to be included as the sample.

Additionally, the study applied the Slovin formula to calculate the required additional sample size, comprising tofu sellers and buyers, resulting in a total sample of 82 respondents.

Data collection was conducted using a questionnaire containing closed-ended questions designed based on indicators of the variables under study. The questionnaire employed a Likert scale, enabling the measurement of respondents' perceptions, opinions, or attitudes toward the given statements. This scale consists of response options with varying levels of agreement, such as strongly agree, agree, disagree, and strongly disagree. The research instrument was designed to obtain quantitative information regarding the characteristics of the variables in an objective manner. Prior to its implementation in the main study, the questionnaire was pilot-tested on 30 respondents to assess its validity and reliability. Once deemed suitable, the instrument was then applied to an additional 52 respondents, yielding a total of 82 respondents included in the final analysis.

3. FINDINGS AND DISCUSSION

A total of 82 respondents participated in this study, consisting of tofu producers, sellers, and consumers in the Dendang District. The characteristics of the respondents are summarized in Table 1.

Table 1. Demographic and Role Characteristics of Respondents (N = 82)

Variable	Category	Frequency	Percentage (%)
Gender	Male	24	29.27
	Female	58	70.73
Age Group (years)	20–25	7	8.54
	26–30	13	15.85
	31–35	56	68.29
	36–40	6	7.32
Respondent Role	Producer	10	12.20
	Seller	14	17.07

This consolidated table enables a comprehensive view of the respondent demographics. The data shows a predominance of female respondents (70.73%), with the largest age group being 31–35 years (68.29%). Furthermore, the majority of participants (70.73%) are buyers or consumers of tofu, which aligns with the study's focus on understanding market behavior from a consumer perspective.

This study investigates the influence of selling price determination on income levels among tofu business actors in Dendang District, Jambi. A series of classical assumption tests were conducted to ensure the reliability of the regression model. The normality test using the Kolmogorov–Smirnov method resulted in an Asymp. Sig. value of 0.200 (> 0.05), indicating that the residuals are normally distributed. Furthermore, the Glejser heteroscedasticity test produced a significance value of 0.232, demonstrating no indication of heteroscedasticity. These results confirm that the data meet the essential assumptions for applying linear regression.

A simple linear regression analysis was then carried out to quantify the impact of selling price (X) on income (Y). The resulting regression equation is $Y = 21.163 + 0.649X$, showing a positive and statistically significant relationship ($p < 0.001$). The t-value of 11.806 greatly exceeds the critical threshold (1.662), leading to the rejection of the null hypothesis and confirming that price-setting significantly affects producers' income. The strength of this relationship is further underscored by the standardized Beta coefficient of 0.797, indicating a substantial effect size.

The coefficient of determination (R^2) was found to be 0.635, meaning that 63.5% of the variation in income is explained by the selling price variable, while the remaining 36.5% is likely influenced by other external factors such as production costs, market demand, and supply chain dynamics. These findings emphasize the strategic importance of pricing in optimizing income for micro-enterprises in rural economic contexts and provide a valuable empirical basis for local businesses to enhance profitability through price adjustments

Table 2. Summary of Regression and Model Fit

Variable Component	Category Value
Regression Equation	$Y = 21.163 + 0.649X$
Coefficient (B)	0.649
t-Value	11.806
Significance (p-value)	0.000
R (Correlation)	0.797
R^2 (Determination)	0.635
Adjusted R^2	0.631

The findings of this study affirm that pricing strategy is not merely a technical decision but a pivotal determinant of income generation for micro-enterprises, particularly within the tofu industry in rural Indonesian contexts. The regression analysis revealed a statistically significant and strong positive correlation ($R = 0.797$, $p < 0.001$) between selling price determination and producer income, with a coefficient of determination (R^2) of 0.635. This means that over 63% of the variation in income can be directly attributed to how prices are set. Such results emphasize the centrality of price-setting in sustaining profitability and business viability, particularly for enterprises that operate on narrow margins and face fluctuating input costs. Unlike larger firms, tofu producers in Dendang District lack access to sophisticated pricing tools and often rely on intuitive or imitative practices. This study demonstrates that a more deliberate, data-informed approach to pricing could significantly enhance their financial resilience and operational consistency.

This study introduces a novel contribution by embedding the concept of pricing within the framework of Islamic economic thought, which emphasizes not only financial outcomes but also ethical and social imperatives. Unlike conventional pricing models that primarily focus on maximizing profits, Islamic economics promotes principles such as fairness (al-'adl), transparency (al-shafafiyah), and communal welfare (maslahah). These values advocate for just transactions that protect both producers and consumers from exploitation and market imbalances. In micro-enterprises like the tofu industry, where pricing is often informal and vulnerable to volatility, integrating such ethical foundations into pricing decisions presents a meaningful pathway to more equitable and sustainable business practices.

Micro-enterprises frequently operate at the intersection of livelihood and community engagement, making them uniquely positioned to apply value-based business models. This study highlights how price-setting, when aligned with Islamic ethical principles, not only supports profit generation but also safeguards consumer trust and strengthens local economic structures. For instance, fair pricing that reflects actual production costs and reasonable margins can prevent market distortions, reduce unhealthy competition, and support long-term consumer loyalty. Furthermore, as observed in the Dendang District, producers who internalize these ethical considerations tend to demonstrate more consistent revenue outcomes and stronger community relationships, reinforcing the idea that morally conscious business decisions yield tangible economic benefits.

By challenging the perceived dichotomy between ethical behavior and commercial viability, this research reframes the narrative around pricing strategy in rural and religiously contextualized settings. It underscores that profitability need not come at the expense of fairness, and that spiritual and moral accountability can serve as catalysts for economic resilience. In Muslim-majority regions where Islamic teachings inform daily life and business practices, the incorporation of faith-based economic ethics into microenterprise strategy not only enhances individual business outcomes but also aligns with broader societal goals such as poverty reduction and inclusive development. Therefore, the study offers both theoretical and practical insights, encouraging a shift toward pricing frameworks that are simultaneously strategic, sustainable, and spiritually grounded.

The results of this study provide strong empirical evidence that selling price determination significantly affects the income of tofu micro-enterprises in Dendang District, Jambi. Based on the t-test results ($t = 11.681$, $p = 0.005 < 0.05$), the hypothesis that pricing has a meaningful impact on income is statistically supported. This confirms that the higher the selling price set—assuming other variables remain constant—the higher the income a tofu producer can potentially earn. Importantly, field observations corroborate these statistical findings: producers who determine selling prices based on cost structures and reasonable profit margins tend to maintain more stable incomes, whereas arbitrary pricing often leads to income volatility (Safitri, Nilfatri, & Haeran, 2025).

From a microeconomic perspective, pricing strategy is a key determinant of enterprise success, particularly in informal sectors such as tofu production. The regression analysis indicates a strong positive relationship, where 63.5% of the income variance can be explained by the pricing variable alone ($R^2 = 0.635$). However, this also implies that 36.5% is influenced by other factors—such as production volume, labor costs, supply chain efficiency, market access, and consumer demand elasticity. The tofu business in Dendang is largely home-based, relies on manual production tools, and contributes meaningfully to employment, especially among family members. Despite its grassroots nature, the business faces challenges such as raw material price volatility (e.g., soybeans), weather-related supply disruptions, and competition with factory-produced tofu. These constraints underline the necessity for producers to adopt more structured financial practices—like distinguishing between gross and net income—to achieve sustainable profitability.

Integrating an Islamic economic perspective provides a profound ethical framework that deepens the interpretation of this study's findings. The Qur'anic injunction in Surah Al-Muthaffifin (verses 1–3) underscores the moral imperative of justice in trade, explicitly warning against deceitful practices such as giving less in measure or weight. Such directives are not merely religious ideals but foundational principles for ensuring trust, transparency, and mutual benefit in economic exchange. Referencing Tafsir Al-Mishbah by Quraish Shihab, it becomes evident that economic integrity is inseparable from spiritual accountability—highlighting that transactions must be rooted in honesty and fairness to prevent both material exploitation and moral degradation (Ulfa, Nilfatri, & Fatimah, 2023).

In this context, the act of price-setting among tofu producers is more than a technical or financial decision; it is an ethical responsibility that influences individual livelihoods and community welfare. Islamic economic teachings condemn practices such as price gouging, hidden markups, or deceptive measurements not only as violations of religious duty but as mechanisms that disrupt social harmony and economic justice (Dara, Vann, Pitri, & Nilfatri, 2024). Thus, for micro-enterprises in predominantly Muslim regions, the alignment of pricing strategies with these values becomes essential—not just for legal compliance or profit maximization, but to sustain trust-based commerce that reflects the community's moral foundations (Lestari, Abidin, & Nilfatri, 2023).

By viewing fair pricing as a form of applied social justice, this study repositions ethical business conduct as a dual imperative: an economic strategy and a spiritual obligation. This reconceptualization is especially relevant for small-scale producers whose informal business

structures often lack regulatory oversight, making internalized ethical standards even more critical. The findings affirm that when price-setting is grounded in Islamic ethical principles—balancing production costs, fair profits, and consumer protection—it leads to not only improved income stability but also contributes to moral economic ecosystems. Therefore, ethical pricing becomes both a path to resilience and a reflection of a deeper commitment to equitable and values-driven entrepreneurship.

4. CONCLUSION

This study concludes that the determination of selling price significantly influences the income of tofu micro-enterprises in Dendang District, as evidenced by a robust positive relationship ($R^2 = 0.635$) between pricing and revenue. By empirically validating that 63.5% of income variance can be explained through pricing decisions, this research addresses the core question of how pricing affects income levels in small-scale food enterprises. The novelty of this study lies in its integration of quantitative economic analysis with an Islamic ethical framework, offering a holistic perspective that merges profitability with moral responsibility. This dual lens advances the discourse on microenterprise sustainability, particularly in rural and religiously observant communities. The findings imply that well-informed and ethically grounded pricing strategies are not only vital for enhancing business resilience and income stability but also contribute to broader socio-economic objectives such as poverty alleviation, food security, and community empowerment. Consequently, this research serves as a valuable reference for policymakers, development practitioners, and entrepreneurs seeking to align financial decision-making with inclusive and principled economic growth.

REFERENCES

- Alonge, E. O., Dudu, O. F., & Alao, O. B. (2024). Utilizing advanced data analytics to boost revenue growth and operational efficiency in technology firms. *International Journal of Frontiers in Science and Technology Research*, 7(2), 39–59.
- Andrus, O. (2024). Contemporary pricing strategies: shaping competitive products. *Publishing House "Baltija Publishing."*
- Bayu, A. S., Musthofa, M. A., Sunarti, Z., & Nisak, S. K. (2025). Pernikahan Dini dan Implikasinya dalam Hukum Ekonomi Syariah: Studi Kasus Kecamatan Dendang: Penelitian. *Jurnal Pengabdian Masyarakat Dan Riset Pendidikan*, 3(4), 5550–5557.
- Dara, S., Vann, R., Pitri, A., & Nilfatri, N. (2024). Blended Learning Approaches in Language Instruction: A Comparative Study. *Journal International of Lingua and Technology*, 3(3), 604–617.
- Fatimah, S., Devi, E. K., Wandu, W., Mun'amah, A. N., & Sarwono, S. (2024). Tingkat Sosialisasi Dan Pemahaman Masyarakat Tani Kelapa Sawit Dalam Menunaikan Zakat Mal Di Kabupaten Tanjung Jabung Timur. *Al-Mabsut: Jurnal Studi Islam Dan Sosial*, 18(2), 345–352. <https://doi.org/10.56997/almabsut.v18i2.1610>
- Fitri, A., Haeran, H., Munip, A., & Devi, E. K. (2024). Penyuluhan Hukum Tentang Pengurusan Izin Usaha UMKM di Kabupaten Tanjung Jabung Timur. *NuCSJo: Nusantara Community Service Journal*, 1(2), 46–54.
- Furbani, W., Rini, P., Bachtiar, A., Nilfatri, N., & Pitri, A. (2024). Financial Literacy Program for Housewives in Rubber Plantation Villages in Indonesia. *Unram Journal of Community Service*, 5(3), 258–263. <https://doi.org/10.29303/ujcs.v5i3.709>
- Gordan, M.-I., Peț, E., Popescu, G., Brad, I., Milin, A. I., Adamov, T. C., ... Iancu, T. (2022). Factors Influencing the Accommodation Prices of Romanian Rural Tourism. *Sustainability*, 15(1), 191.
- Gupta, H., & Saxena, D. N. (2024). Leveraging Machine Learning for Real-Time Pricing and Yield Optimization in Commerce. *International Journal of Research Radicals in Multidisciplinary Fields*, 3

- (2), 501–525. Retrieved from <https://www.researchradicals.com/index.php/Rr/article/view/144>.
- Islam, A. K. M. H., Sarker, M. R., Hossain, M. I., Ali, K., & Noor, K. M. A. (2021). Challenges of Small- and Medium-Sized Enterprises (SMEs) in business growth: A case of footwear industry. *Journal of Operations and Strategic Planning*, 4(1), 119–143.
- Kawira, K. D. (2021). The effect of pricing strategy on the performance of micro, small and medium enterprises (MSMEs) in Kenya. *Journal of Entrepreneurship & Project Management*, 5(1), 29–44.
- Lestari, P., Abidin, Z., & Nilfatri, N. (2023). The Influence of Performance Allowances on Employee Work Motivation at the Office of the Ministry of Religion of East Tanjung Jabung Regency. *Zabags International Journal of Economy*, 1(2), 42–53.
- Martínez, F. J. G. (2023). *Price Communication in Retail: Effective Strategies for Sustainable Customer Satisfaction and Business Growth*. EGADE Business School, Instituto Tecnológico y de Estudios Superiores de
- Mustari, V. H., Mere, K., Pitri, A., Wibowo, T. O., & Nilfatri, N. (2024). Adapting To The Hybrid Workforce: Hr Strategies For Managing Remote And On-Site Employees In 2024. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(5), 4688–4693.
- Pranata, N., Soekarni, M., Mychelisda, E., Novandra, R., Nugroho, A. E., Rifai, B., ... Yuliana, R. R. D. (2022). Technology adoption issues and challenges for micro, small and medium enterprises: A case study of the food and beverage sub-sector in Indonesia. *The Journal of Asian Finance, Economics and Business*, 9(3), 265–274.
- Safitri, R. A., Nilfatri, & Haeran. (2025). Review of Islamic Law on Implementation Tradition Bugis; Sompas and Mappasikarawa. *Zabags International Journal of Economy*, 3(1), 92–100. Retrieved from <https://doi.org/10.32649/ajas>
- Sapriandi, M., Nilfatri, Hidayat, W. N., Devi, E. K., & Pitri, A. (2025). Strategi Panwasdam Kecamatan Mendahara Meningkatkan Peran Masyarakat Umum Dalam Pengawasan Partisipatif Agar Tercipta Pemilu Yang Jujur Dan Adil. *BESTARI: Jurnal Pengabdian Kepada Masyarakat*, 2(02 SE-Artikel), 82–90. Retrieved from <https://ejournal.almusthofa.org/index.php/bestari/article/view/55>
- Sifat, A. I., & Elahi, M. A. (2025). Elasticity-Driven Fare Optimization in US Air Travel Segments. *Challenges and Issues of Modern Science*, 133.
- Sofiatin, F., Musthofa, M. A., & Sunarti, Z. (2025). Akad di Balik Jarum: Studi Hukum Islam atas Praktik Ijarah Sisa Kain Jahitan. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 10(1), 90–98.
- Sutiani, A. D., Mustofa, M. A., Fatimah, S., Devi, E. K., & Wargo, W. (2025). Financing By PT PNM as an Instrument for MSME Economic Empowerment: a Case Study in Parit Culum I. *Jurnal Ekonomi Dan Bisnis Indonesia*, 10(1), 93–97.
- Syafaat, E. N., Devi, E. K., & Musthofa, M. A. (2025). Sistem Pengelolaan Upah Karyawan Perkebunan Di Pondok Modern Darussalam Gontor. *FISKAL: Jurnal Ekonomi, Bisnis, Dan Manajemen*, 1(2).
- Ulfa, M., Nilfatri, N., & Fatimah, S. (2023). Dampak Covid-19 Terhadap Kinerja Keuangan Daerah Kabupaten Tanjung Jabung Timur. *Zabags International Journal of Economy*, 1(1), 1–6.
- Wijaya, S., Musthofa, M. A., & Dewi, H. (2025). Dampak Keberadaan Indomaret terhadap Perekonomian Toko Kelontong. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 10(1), 114–123.