

ANALYSIS OF TEA DEMAND FOR PT PERKEBUNAN TAMBI AT SOUVENIR CENTERS IN WONOSOBO REGENCY

Anggi Sekarwati^{1*}, Dwita Aprillia Floresti², Abdul Aziz Ahmad³, Barokatuminalloh⁴

¹⁻⁴ Faculty of Economics and Business, Jenderal Soedirman University, Indonesia

*Email corresponding author: anggisekar0506@gmail.com

Abstract

This research is motivated by the decline in demand for tea produced by PT Perkebunan Tambi at souvenir centers. This trend is attributed to the increasing variety of products sold at these centers, which gives souvenir shop owners more choices and means their focus is not solely on tea. This study aims to analyze the factors influencing tea demand at souvenir centers in Wonosobo Regency, including tea prices, the income of souvenir shop owners, the prices of coffee as a substitute good, and the prices of honey as a complementary good. The analysis uses a multiple linear regression approach to measure the influence of each variable. Classical Assumption Test, F-test, and t-test were conducted to ensure model validity. The study uses cross-section data covering 30 souvenir centers in Wonosobo Regency. The results show that tea prices and income of souvenir center traders influence tea demand, while coffee prices and honey prices as a complementary good do not affect tea demand. The implication is that efforts can be made to overcome the challenge of declining sales volume and financial depletion faced by souvenir center traders in Wonosobo Regency. To boost sales and income, these traders can utilize micro-business credit provided by government banks or Regional Owned Enterprises (BUMD). This credit can support product procurement and encourage product innovation, especially in product offerings and diversification of other products.

Keywords: Tea Demand, Tea Price, Income of Souvenir Center Traders, Coffee Price, Honey Price

INTRODUCTION

Plantations are a cornerstone of the agricultural sector, crucial for bolstering Indonesia's economy. However, consumer consumption patterns for beverages have undergone significant changes. Wonosobo Regency, with its beautiful natural charm, boasts a variety of natural tourist attractions. Its natural tourism potential has made Wonosobo widely known and frequently visited by tourists.

The emerging problem is the declining demand for tea produced by PT Perkebunan Tambi at souvenir centers in Wonosobo Regency. This is attributed to the wide variety of products sold at these centers, giving souvenir shop owners numerous options and leading them to focus less exclusively on tea. The presence of substitute goods like coffee can influence tea demand, especially if the substitute is more appealing to souvenir shop owners. Tea with a low price but perceived low quality can also be a factor affecting demand. While a low price might attract cost-sensitive souvenir shop owners, a perception of low quality can diminish their interest in purchasing, especially for those prioritizing taste, aroma, and the benefits of tea.

The objective of this study is to determine how tea price, souvenir shop owners' income, coffee price, and honey price influence tea demand at souvenir centers in Wonosobo Regency. Theoretically, the findings of this research enrich empirical evidence on factors affecting tea demand, contribute to increasing local tea demand in Indonesia, and serve as a reference for similar economic

studies in different contexts. Practically, this research benefits the author as a reference for future studies, PT Perkebunan Tambi as input for understanding merchant behavior and identifying market opportunities, and souvenir shop owners as a reference source for making tea product purchasing decisions. This research's focus on a specific region and local Indonesian tea product, namely Tambi Tea, differentiates it from previous studies. It also seeks to explore how the local Tambi Tea product can become widely known as both a daily consumption item and a typical Wonosobo souvenir, encouraging local communities to consider local products more.

Based on the research findings, tea price and honey price do not affect tea demand, while souvenir shop owners' income and coffee price do influence tea demand. The implications suggest strategies to address declining sales volumes and financial depletion, which are challenges for souvenir shop owners in Wonosobo Regency. To boost sales and income, souvenir shop owners can leverage micro-business loans provided by government banks or Regional Government-Owned Enterprises (BUMD). These loans can support product procurement and encourage product innovation, particularly in product offerings and diversification of other products.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The literature review for this study is a critical analysis of existing scholarly works. It lays the theoretical foundation and identifies research gaps that this paper aims to address.

1. Theory of Demand

The theory of demand explains the quantity demanded or the amount requested in relation to price (Sukirno, 2022). Consumer demand for a good can be determined by many factors. The factors that can influence demand are stated below:

1. The price of the good itself.
2. The price of other goods closely related to the good.
3. Household income and income within society.
4. The pattern of income distribution within society.
5. Consumer tastes.
6. Population size.
7. Forecasts regarding future conditions.

In economic analysis, it is assumed that the demand for a good is primarily influenced by its price level. The theory of demand primarily analyzes the relationship between the quantity demanded of a good and its price. This can be assumed under "other factors remaining unchanged" or *ceteris paribus*. The demand for a good will also change if other factors, such as tastes, income, or the price of other goods, also change (Sukirno, 2022).

2. Tea

Tea is a caffeinated beverage, an infusion made by steeping dried leaves, leaf buds, or tea stems (Savitrie, 2022). This *Camellia sinensis* plant can be brewed using hot water. Tea can be divided into four groups based on its plant origin: black tea, oolong tea, green tea, and white tea.

3. Price of Goods

An increase in the price of a good will cause consumers to look for other goods that can be used to replace the one they usually consume as a substitute. If the price of another good falls, consumers will reduce their purchases of that other good and increase their purchases of the good whose price has fallen (Sukirno, 2022).

4. Consumer Income

Changes in consumer income always lead to changes in the demand for various types of goods. Based on the nature of the demand change that occurs when consumer income changes, various goods can be divided into four categories: inferior goods, essential goods, normal goods, and luxury goods (Sukirno, 2022).

5. Price of Substitute Goods

A substitute good is a good that can replace the function of another good (Sukirno, 2022). Substitute goods can be defined as goods whose role can be replaced by other goods, whether replacing them in terms of function or being the same good but with a different brand (Basmar et al., 2020). The demand for a good can be influenced by the price of its substitute. If the price of a substitute good is cheap, the demand for the good it replaces will decrease (Sukirno, 2022).

6. Price of Complementary Goods

The price of a complementary good is the price of a good that is always used together with another good. Increases and decreases in the demand for a complementary good always align with changes in the demand for the good it complements (Sukirno, 2022).

For this research on Tambi tea demand, the variables used are the factors influencing the demand level for Tambi tea products. The dependent variable (Y) in this study is tea demand, which is influenced by the independent variables.

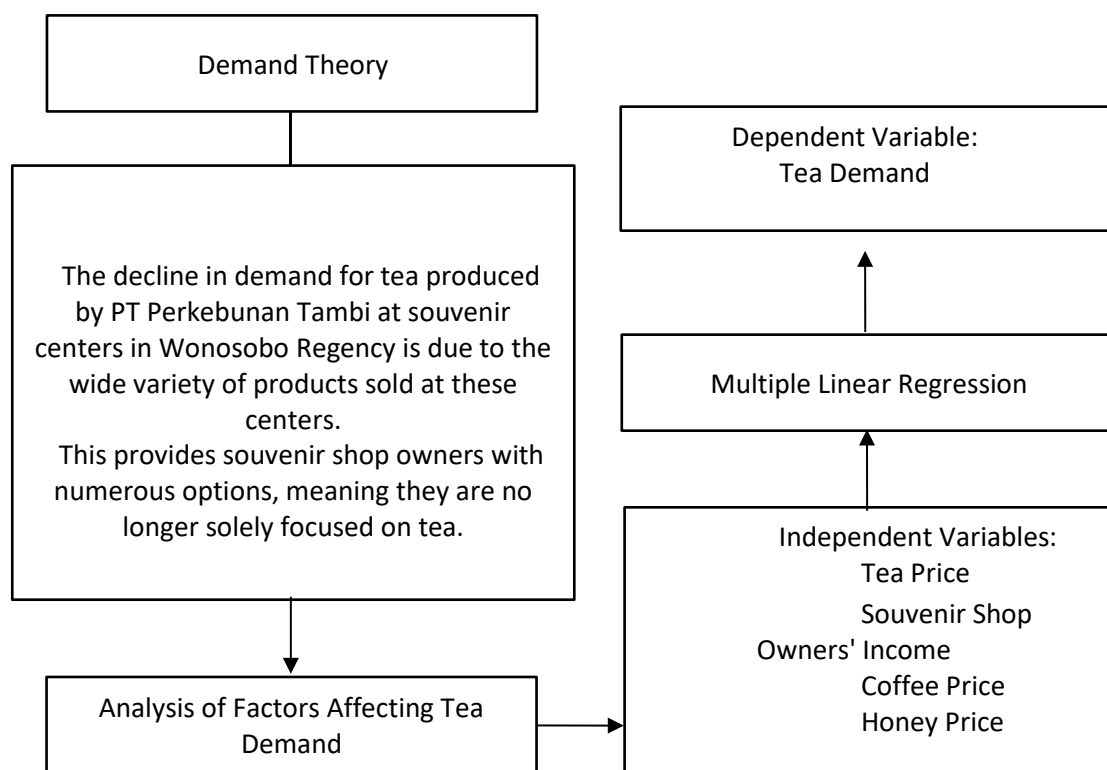


Figure 1. Conceptual Framework

The hypothesis formulation for this study involves developing specific, testable predictions. These predictions are derived from the existing literature and theoretical framework that guide our research.

H1: The price of tea negatively affects the demand for Tambi tea at souvenir centers in Wonosobo Regency.

H2: Merchants' income at souvenir centers positively affects the demand for Tambi tea at souvenir centers in Wonosobo Regency.

H3: The price of coffee positively affects the demand for Tambi tea at souvenir centers in Wonosobo Regency.

H4: The price of honey negatively affects the demand for Tambi tea at souvenir centers in Wonosobo Regency.

RESEARCH METHODS

Here is the research methodology for this study. It outlines the specific approach and procedures employed to conduct the investigation.

1. Research Design

This study employs a quantitative descriptive method. Quantitative methods involve research using numerical data and statistical analysis (Sugiyono, 2013). The study was conducted in Wonosobo Regency, Central Java. The subjects of this research are souvenir centers in Wonosobo Regency. The objects of this research are the demand for tea, tea prices, souvenir shop owners' income, coffee prices, and honey prices. Data collection took place in October 2024. This study uses primary data obtained through interviews with informants. Primary data refers to information collected directly by the researcher from individuals or experimental results within the research subject (Ummul Aiman et al., 2022).

2. Population and Sample

In this study, data was collected using a census approach, initially aiming to include all available data. There are 42 souvenir centers identified as the population in Wonosobo Regency. However, after surveying, some centers could not be confirmed, resulting in a sample of 30 souvenir centers. The population for this research consists of all souvenir centers in Wonosobo Regency that sell PT Perkebunan Tambi tea products. These centers were identified based on their locations on Google Maps. The sample selection was based on considering the strategic locations of these souvenir centers spread across Wonosobo Regency.

3. Data Collection and Instrument Techniques

This study utilized the survey method for data collection. The survey method is employed in evaluations to gather systematic, current, factual, and accurate information regarding the facts and characteristics of a population (Aiman et al., 2022). In a survey, information can be collected from respondents using a questionnaire. A questionnaire is a concept used in research that originates from formulated questions (Nilawati & Fati, 2022). The questionnaires were distributed through an interview process. Interviewing is a technique used to gain an understanding of the underlying reasons and motivations behind others' attitudes, preferences, or behaviors. Interviews can be conducted one-on-one personally or in a group setting (Nilawati & Fati, 2022).

4. Data Analysis Techniques

Data analysis techniques are methods or ways to process data into information, making the data's characteristics easy to understand and useful for finding solutions to problems (Aiman et al., 2022).

1. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical analysis technique where a dependent variable relies on two or more independent or explanatory variables (Gujarati & Porter, 2009). Below is the equation for the multiple linear regression used in this study:

$$PT = \beta_0 + \beta_1 HT + \beta_2 PP + \beta_3 HK + \beta_4 HM \quad e \quad (1)$$

Information:

PT = Tea Demand

HT = Tea Price (Rupiah/Kg)

PP = Souvenir Shop Owners' Income (Rupiah)

HK = Coffee Price (Rupiah/package)

HM = Honey Price (Rupiah/bottle)

β_0 = Constant

β_1 = Regression coefficient of tea demand with respect to tea price variable

β_2 = Regression coefficient of tea demand with respect to souvenir shop owners' income variable

β_3 = Regression coefficient of tea demand with respect to coffee price variable

β_4 = Regression coefficient of tea demand with respect to honey price variable

2. Classical Assumption Test

The classical assumption test is used to address two problems in statistical inference: estimation and hypothesis testing, as well as prediction issues (Gujarati & Porter, 2009). The classical assumption test consists of the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

a. Normality Test

The normality test is conducted to determine whether data is normally distributed, which is essential for accurate interpretation (Gujarati & Porter, 2009).

b. Multicollinearity Test

The multicollinearity test is intended to determine if there is a perfect linear relationship between two or more variables. Symptoms of multicollinearity can be detected by examining the Variance Inflation Factor (VIF) and Tolerance values (Gujarati & Porter, 2009).

c. Autocorrelation Test

The autocorrelation test examines the correlation between values within a data series. Autocorrelation can occur if one of the independent variables used in the analysis is a lagged version of the dependent variable (Gujarati & Porter, 2009).

d. Heteroscedasticity Test

The heteroscedasticity test is used to examine the condition where the variance of the error term is not constant but varies depending on the values of the explanatory variables. This can lead to problems in statistical estimation and inference. The Breusch-Pagan test is one method used to detect heteroscedasticity in regression models (Gujarati & Porter, 2009).

3. Coefficient of Determination

The coefficient of determination is a statistical measure used to quantify the proportion of the total variation in the dependent variable that can be explained by the independent variables through a regression model. It's calculated by comparing the explained sum of squares (ESS) with the total sum of squares (TSS). A high coefficient of determination, or a value close to 1, indicates that the regression model explains a large portion of the variation in the dependent variable. Conversely, a low value, or one close

to 0, suggests that the regression model doesn't explain much of the variation in the dependent variable (Gujarati & Porter, 2009).

4. F-Test

The F-test is a hypothesis test used to determine if independent variables collectively influence the dependent variable. This can be proven by comparing the calculated F-value with the F-critical value at a 5% confidence level and a degree of freedom (df) of $(n-k-1)$, where 'n' is the number of respondents and 'k' is the number of variables. The F-test can be used to test various hypotheses, such as the statistical significance of individual regression coefficients, two or more coefficients statistically, coefficients meeting certain linear restrictions, and the structural stability of the regression model (Gujarati & Porter, 2009).

5. t-Test

The t-test is used to determine the statistical significance of regression coefficients and to assess the individual influence of each independent variable on the dependent variable (Gujarati & Porter, 2009). The t-test can also be performed as a one-tailed test. A one-tailed test is used when the alternative hypothesis is directional, meaning there's a strong theoretical basis for predicting the specific direction of the alternative hypothesis's movement away from the null hypothesis (Gujarati & Porter, 2009).

RESULTS AND DISCUSSION

1. Cross-Sectional Data Regression Model

The analytical method used in this study is cross-sectional data regression. Cross-sectional data refers to data collected at a single point in time (Gujarati & Porter, 2009).

2. Classical Assumption Test

The classical assumption test is used to address two statistical inference problems: estimation and hypothesis testing, as well as prediction issues (Gujarati & Porter, 2009). The classical assumption test consists of the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

a. Normality Test

The normality test is conducted to determine if a dataset is normally distributed, which is crucial for accurate interpretation (Gujarati & Porter, 2009).

Table 1. Normality Test Results

<i>Jarque-Bera</i>	3.503261
<i>Probability</i>	0.173491

Source: Data processed by Eviews-12 (2024)

Based on Table 1, the Jarque-Bera probability value is 0.173491, which is > 0.05 (5% error rate). Therefore, it can be stated that the residuals are statistically normally distributed.

b. Multicollinearity Test

Here are the multicollinearity test results from the conducted research.

Table 2. Multicollinearity Test Results

Variable	Centered VIF
C	NA
HT	1.362364
PP	1.455787
HK	1.312810
HM	1.058007

Source: Data processed by Eviews-12 (2024)

Based on Table 2 above, the VIF values for all four variables are less than 10. This indicates that the regression is free from multicollinearity or that the multicollinearity is statistically acceptable.

c. Autocorrelation Test

Below are the autocorrelation test results from the conducted research.

Table 3. Autocorrelation Test Results

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	0.597274	Prob.F(4,25)	0.6680
Obs*R-square	2.616842	Prob. Chi-Square (4)	0.6238
Scaled explained SS	2.846837	Prob. Chi-Square (4)	0.5838

Source: Data processed by Eviews-12 (2024)

Based on Table 3, it can be concluded that the P-Value, indicated by the Prob. Chi-Square (4) value, is 0.6238. Since the value $0.6238 > \alpha$ (0.05), there is no heteroscedasticity.

3. Coefficient of Determination

The interpretation of the coefficient of determination from the data processing results is:

Table 4. Coefficient of Determination

R-Squared	0.787524
Adjusted R-squared	0.753528

Source: Data processed by Eviews-12 (2024)

The Adjusted R-squared value of 0.753528 indicates that 75 percent of the variation in tea demand can be explained by the variables: tea price, souvenir shop owners' income, coffee price, and honey price. The remaining 25 percent can be explained by other variables not included in the model.

4. Multiple Linear Regression Analysis

Below are the results and interpretation of the multiple linear regression analysis.

Table 5. Multiple Linear Regression Analysis Results

Variabel	Coefficient	t-Statistic
C	-28,58403	-2,262361
HT	0,000621	2,204973
PP	0,000000477	5,064993
HK	0,000312	2,303993
HM	0,000303	1,568368

Source: Data processed by Eviews-12 (2024)

The interpretation of the regression coefficients from the data processing indicates the following:

a. Tea Price (X1)

The regression coefficient of 0.000621 shows that tea price (X1) has a positive relationship with tea demand (PT). This means that if there is an increase of one hundred thousand rupiah, it will increase tea demand (PT) by 62.1 packages.

b. Souvenir Shop Owners' Income (X2)

The regression coefficient of 0.000000477 shows that souvenir shop owners' income (X2) has a positive relationship with tea demand (PT). This means that if there is an increase in tea sales income of one hundred thousand rupiah, it will increase tea demand (PT) by 0.0477 packages.

c. Coffee Price (X3)

The regression coefficient of 0.000312 shows that coffee price (X3) has a positive relationship with tea demand (PT). This means that if there is an increase of one hundred thousand rupiah, it will increase tea demand (PT) by 31.2 packages.

d. Honey Price (X4)

The regression coefficient of 0.000303 shows that honey price (X4) has a positive relationship with tea demand (PT). This means that if there is an increase of one hundred thousand rupiah, it will increase tea demand (PT) by 3.03 packages.

5. Hypothesis Testing

a. F-Test

Below are the results and interpretation of the F-test.

Table 6. F-Test Results

<i>F-statistic</i>	23.16506
<i>Prob (F-statistic)</i>	0.000000

Source: Data processed by Eviews-12 (2024)

Based on the data in Table 6, the calculated F-value is 23.16506, while the F-table value is 2.76. This means that $F_{\text{calculated}} > F_{\text{table}}$. The probability value of the F-statistic is 0.000000, which is less than 0.05. These values indicate that collectively, tea prices, souvenir shop owners' income, coffee prices, and honey prices significantly affect tea demand.

b. t-Test

Table 5 shows the t-test results from this study. Here's the explanation of the t-tests performed:

a. Tea Price (X1)

From the research results, the tea price yielded a t-calculated value of $|2.205| > |2.060|$ t-table. The positive regression coefficient indicates that tea price has a positive effect on tea demand. Therefore, H1 (which states that tea price has a significant negative effect on tea demand) is rejected.

b. Souvenir Shop Owners' Income (X2)

From the research results, souvenir shop owners' income yielded a t-calculated value of $|5.065| > |2.060|$ t-table. The positive regression coefficient indicates that souvenir shop owners' income has a positive effect on tea demand. Therefore, H2 (which states that souvenir shop owners' income has a significant positive effect on tea demand) is accepted.

c. Coffee Price (X3)

From the research results, the coffee price yielded a t-calculated value of $|2.304| > |2.060|$ t-table. The positive regression coefficient indicates that coffee price has a positive effect on tea demand. Therefore, H3 (which states that coffee price has a significant positive effect on tea demand) is accepted.

d. Honey Price (X4)

From the research results, the honey price yielded a t-calculated value of $|1.568| < |2.060|$ t-table. The positive regression coefficient indicates that honey price has a positive effect on tea demand. Therefore, H4 (which states that honey price has a significant negative effect on tea demand) is rejected.

CONCLUSION

A. Conclusion

Based on the data processing results, the following conclusions can be drawn:

1. Tea prices do not affect tea demand because Tambi tea is a typical souvenir product from Wonosobo Regency. So, even if tea prices increase, souvenir shop owners continue to buy tea as a characteristic souvenir product of Wonosobo Regency.
2. Income affects tea demand because an increase in income can encourage souvenir shop owners to buy more goods, thereby increasing the quantity of Wonosobo Regency's characteristic products.
3. Coffee prices affect tea demand because coffee prices are more expensive than tea prices, making souvenir shop owners reluctant to buy coffee and instead shift to consuming the relatively more affordable tea.
4. Honey prices do not affect tea demand because of the relatively higher price of honey as a complementary good compared to the price of tea itself.

B. Implications

1. Providing micro-business credit to support product procurement for souvenir centers with low income. Government banks or Regional Owned Enterprises (BUMD) can develop financing schemes like providing capital loans for souvenir centers.
2. Challenges for souvenir centers include the potential for decreased sales volume and financial depletion. This encourages souvenir centers to innovate in their coffee offerings and diversify their products.

C. Research Limitations

This research had a limitation due to the unavailability of official data regarding the number of souvenir centers in Wonosobo Regency. Consequently, the researchers conducted an independent survey to determine the total number of souvenir centers located there.

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