



ANALYSIS OF PRICE DETERMINATION MECHANISM AND SERVICES (Case Study of Rexy Net Print Photocopying and Printing, Kalosi Village, Alla District, Enrekang Regency)

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ABSTRACT: This study aims to analyze the mechanism and pricing services at Rexy Net Photocopying and Printing, Kalosi Village, Alla District, Enrekang Regency. This research uses a type of qualitative. The location of the research was at Rexy Net photocopying and printing, Kalosi Village, Alla District, Enrekang Regency. The informant identification technique used in this study is intentional (selection of informants based on targets). Data sources are primary data and secondary data. Data collection techniques use observation techniques, document studies, and interviews. Based on the results of the study, it was found that the selling price setting mechanism and services performed by Rexy Net Photocopying and Printing in the use of a rounding mechanism by setting a fair price and not taking large profits and is a balance point between the forces of demand and supply which are voluntarily agreed by buyers and sellers, by looking at the purchasing power of the public or customers.

KEYWORDS: Pricing of Sales, Services.

Received 16 May, 2023; Revised 28 May, 2023; Accepted 31 May, 2023 © The author(s) 2023.

Published with open access at www.questjournals.org

I. INTRODUCTION

Humans have many needs and desires, all of which must be fulfilled. They need food, clothing, knowledge and honorable service, among many other needs. In general, human needs are divided into two, namely, material needs or physical needs and psychological needs or psychological needs.

Everyone needs wealth to be able to meet all their needs in life. Therefore, everyone is always trying to get rich. One way to earn is by working. So far, the form of work that many people do is trading or doing business.

Business is an organization that produces, distributes, or sells goods and services that consumers want for profit or profit. According to Hughes and Kapoor, business is an organized entrepreneurial activity that produces and sells goods and services with the aim of making a profit by meeting the needs of society.

Over time, buying and selling activities have developed well in terms of buying and selling systems nowadays using the online shop system, as well as in terms of call markets that have developed, such as meeting points or progress between sellers and buyers. modern markets, namely the number of convenience stores, supermarkets or shops and hypermarkets in Indonesia today.

Copying and Printing Rexy Net is a single company selling stationery and office supplies, and providing copy, rental and printing services that drive corporate competition. In business competition that is increasingly monopolized, business entities can often use various methods to generate profits and win the competition, even though in ways that are not in accordance with human restrictions in all their activities.

Different business and consumer interests require a fair pricing system that arises from the forces of supply and demand in the market. The market price is the price paid for a transaction of goods and services according to an agreement between the seller and the buyer. Price fixing is the setting of a price by a party authorized to set prices. When setting a price, the product must be agreed upon and applied to the whole.

However, in fact and based on temporary research in the Rexy Net Photocopying and Printing business area, the pricing method it uses is unclear in the pricing mechanism, for example one sheet costs Rp. 200. Customers who only copy three sheets can see the price rounded up to Rp. 1000, even though the customer only pays Rp. 800, and vice versa if there are only eight copies of customers then the price is rounded up next to Rp. 1000, even if the customer has to pay Rp. 1.100,-.

In rental or other services, photocopying and printing, Rexy Net sets the price considering how difficult the process is, such as renting a sheet of Rp. 1,500, but actually only renting one sheet but if the process is more difficult then the price increases with the level of difficulty and other constraints and services. Some of these pricing are agreed between the agent and the customer and are not negotiable, the agent sets the price immediately to the buyer after the job is done without explanation or negotiation. The application of such a price has an element of ambiguity.

Lack of clarity in pricing methods can have many repercussions, ethical pricing practices can trigger ire of businesspeople among buyers, and even buyers can react to reactions that can damage a company's reputation. An unfavorable purchase price may cause a negative reaction from some or all buyers.

While this may seem like a custom and society as a consumer accepts it, business owners are encouraged to practice trades that are clear and don't hurt buyers. Therefore, the author is interested in conducting research with the title "ANALYSIS OF PRICE DETERMINATION MECHANISM AND SERVICES" (Case Study of Rexy Net Photocopying and Printing, Kalosi Village, Alla District, Enrekang Regency).

II. RESEARCH METHODS

Types and Research Approaches

This research uses a type of qualitative research method, namely research that uses natural contexts, which aims to explain what happened and was done using other existing methods, one another, based on relevant collection and analysis techniques. data obtained from natural situations.

Time and Location of Research

This research was conducted on November 21 2022 until it was finished. The location of the research was at Rexy Net photocopying and printing, Kalosi Village, Alla District, Enrekang Regency.

Research Informants

The informant identification technique used in this study is intentional (selection of informants based on targets). This informant identification technique will be considered as a member of the informant, against the discretion of the data collector in accordance with the aims and objectives of the research. Identification of informants in this study was based on the subjects studied and based on the informant's association with the research. The informants of this study consisted of Rexy Net photocopy and printing owners, their employees and their customers.

Data Source

1. Primary data
These data were collected from the field, namely at Rexy Net photocopying and printing. The main data source for this study was data from the author's interviews and observations of the community. Primary data collection is done by direct structured question and answer interviews with employees and customers.
2. Secondary Data
This secondary data was obtained from a number of books, journals and other readings related to this research, this can provide additional information or data to strengthen the main data. The data is in the form of documentation such as price lists, records in Rexy Net Photocopying & Printing as well as various sources and books related to this research.

Data collection technique

1. Observation Techniques
Observation technique is a collection process through systematic observation and recording of research subjects directly and planned, not randomly. Observations were made by visiting Rexy Net photocopying and printing locations directly, then researching and evaluating how employees work and how employees set prices for their customers.
2. Interview

Teknik wawancara yaitu pertemuan dua orang untuk bertukar informasi dan ide melalui tanya jawab, untuk memperoleh suatu informasi. Dalam penelitian ini, penulis akan melakukan wawancara dengan pemilik Fotocopy & percetakan Rexy Net, karyawannya dan para pelanggannya.

3. Document Study

Document studies are carried out by studying or researching written and/or pictorial documents or sources, biblical material such as diaries, life stories, and biographies, while those in the form of documentation include photographs and still images Rexy Net photocopying and printing. observation and interviews in qualitative research.

III. RESULTS AND DISCUSSION

A. Result

In this researcher will focus on the problem of this research, namely how the mechanism for determining the selling price as well as photocopying and printing services on Rexy Net. If this research uses a qualitative method and a descriptive approach, then the qualitative method is usually referred to as a naturalistic research method because the research is carried out in natural conditions (natural setting).

In conducting this research, researchers must describe, interpret, and describe the data obtained by researchers through in-depth interviews with informants. In this chapter there are three more systematic and directed, namely:

Description of research informants

1. Ramlan (Leader/Owner of Rexy-Net Copy & Printing)

During the interview and research process, Mr Ramlan was the first informant to be interviewed since the research was started, interviews and long discussions starting from the history of the founding of Rexy Net Photocopying & Printing to the pricing mechanism. At the time of the interview he was willing to answer all questions from the researcher which at that time was guided by the interview guidelines that the researcher had made.

2. Icha (Employees at Copy and Printing Rexy Net)

The second informant is Kak Icha. He is one of Mr. Ramlan's younger siblings and an employee at Rexy Net Photocopying and Printing. He was willing to answer all questions from researchers at that time.

3. Rusli (Private)

Is a Rexy Net photocopy & printing customer. he is willing to answer all questions from researchers.

4. Citra (Teacher PAUD)

A Rexy Net photocopying and printing customer who works in one of the PAUD schools, he often uses Rexy Net's photocopying and printing services. he is willing to be interviewed by researchers on the sidelines of his time while he is waiting.

5. Sukri (PNS)

One of the teachers at the Vocational School who used to shop at Rexy Net photocopying & printing who was interviewed and he was willing to answer all the questions the researchers asked.

6. Nur Wahyuni (schoolgirl)

It is one of the vocational students who is familiar with one of the Rexy Net photocopy and printing employees. He often shops or photocopies there. before entering the class he was interviewed and was willing to answer the questions the researcher asked.

7. Rina (Housewife)

A housewife who used to photocopy books for her children who were still in elementary school. He had no objections to the researchers being interviewed.

8. Amran

One Honorary Teacher/TU at an elementary school, he often copies documents from where he works to Rexy Net Photocopying and Printing, he admits that he has subscribed.

9. Fatmawati

An employee at the Kalosi Kelurahan Health Center, he was interviewed by researchers and he said that he had also been a subscriber for a long time.

Description of research results

Data from the results of this study were obtained through all informants who conducted interviews, namely owners, employees, and Rexy Net Photocopy & Printing customers.

1. Selling price setting mechanism and services for photocopying and printing Rexy Net Kel. Kalosi, Kec. Alla, Kab. Enrekang

From the results of research conducted by the authors in the field, obtained data that provides a lot of information about the mechanism for setting selling prices and services. According to the results of the study by interviewing Rexy Net photocopying and printing owners, researchers obtained information regarding the selling price setting mechanism and services for Rexy Net photocopying & printing as in the results of the interview Mr. Ramlan explained that:

“At Rexy Net photocopying and printing, apart from photocopying, it also provides computer rental services, binding, printing such as printing invitations, and other books as well as providing ATK”

Then the researcher asked Mr. Ramlan the basis for setting prices for goods and services at Rexy Net Photocopying & Printing? he replied as follows:

“In setting the selling price and services we determine based on the amount of capital we spend and looking at the existing market prices we also look at the level of difficulty/risk of the work itself”

“Do you know that when processing transactions (payments) from customers, employees round off the price?” he replied:

“Yes, I know. For example, there are customers who only have 2 photocopies of ID cards. The customer should pay 300 rupiah because it is difficult to find 200 rupiah denominations. Our employees usually round off the price to 500 rupiah, as well as typing services, which we usually value Rp. 1.500,- per sheet but because the process is more complicated and takes a lot of time we can increase and round off the price”.

The next question is "what are the reasons used in the policy?" he replied:

“They round off the price if there are customers who shop with change that we have difficulty providing, such as 100 rupiah, 250 rupiah.”

Another question we gave to Mr. Ramlan, "Is the rounding system a profit-making technique?" he replied.“

“In fact, rounding off the price is not a technique for making profits because the results are not much. We put aside the results of the price rounding to fill charity boxes and other social activities.”

Based on the results of the research that the writer got from interviews with the owner of Rexy Net Photocopying & Printing, the writer concluded that in Rexy Net photocopying and printing, in addition to photocopying and printing, Rexy Net provides computer rental, binding, printing and stationery services. In setting the selling price and photocopying and printing services, Rexy Net sets prices based on the amount of capital issued, considering the level of difficulty in a job and looking at market prices. In Rexy Net photocopying and printing, the price rounding system is due to the difficulty of finding denominations for change, but the price rounding that is done is not a profit, the results of the rounding will be set aside for other things such as filling charity boxes and other social activities.

2. Analysis of the selling price setting mechanism and services from interviews with Rexy Net photocopying and printing employees

According to the results of the study by interviewing Rexy Net photocopying and printing employees, researchers obtained information about Rexy Net's photocopying & printing for the selling price setting mechanism and services for Rexy Net's photocopying and printing to its customers as in the results of interviews that researchers conducted with one of the copying and printing employees Rexy Net and its customers. the question that the author asked to one of the employees at Rexy Net photocopying and printing, namely Kak Icha: "Do you often practice price rounding when making payment transactions by customers?" he also replied:

“Often, because almost every day there are customers who shop for which we round off the price”.

The next question the researcher continues "what are the reasons that can be used for rounding off these prices?" he also replied:

“We rounded up the price because it's hard to get denominations”

Questions are still being asked by the researcher to Ms. Icha, namely: "Did you always provide verbal and written information to customers during round-ups?" he replied:

“Before the customer pays we will state the price the customer has to pay, after the customer gives the money and we see if we find it difficult to find a refund, we will round it up and we will ask the customer if the customer doesn't mind, we will round it up.”

The next question is: "Has there been a customer who has ever questioned the rounding off price?" he also replied:

“Before the customer pays, we inform the customer of the price the customer should pay and no customer questions or complains.

3. Analysis of the mechanism for determining the selling price and services from the results of interviews with Rexy Net photocopying and printing customers

According to the results of the study by interviewing informants, namely seven Rexy Net photocopying & printing customers, the researcher obtained information about justice carried out by Rexy Net's photocopying and printing companies regarding the mechanism for setting selling prices and services to their customers as in the results of interviews that researchers conducted with informants, namely photocopier customers and Rexy Net printing, namely:

a. Mrs. Citra

The results of an interview with Ms. Citra, she said that:

"I prefer to shop here because the service is fast and the employees are good and friendly. I've been a customer here for a long time for PAUD needs such as photocopies of important documents, rentals and jilit, I've never felt disadvantaged while shopping here, I know there is a price rounding system here because I once had photocopies of 2 KTPs valued at Rp. I think it's only natural. I never complained because the employees had already informed me beforehand."

b. Mr. Sukri

In this case the results of an interview with Mr. Sukri, he said that:

"I prefer shopping here because it's close to where I work, I've been a customer here since I worked where I work now, I've never felt disadvantaged while shopping here, I didn't know there was a rounding off price system here but I've photocopied 4 of my sheets pay Rp.1,000, - because the employee was busy maybe he didn't have time to tell me the right time or lack of money he said thank you then I immediately left. In my opinion, it's only natural that the round-up is only around Rp. 200.- - Rp. 600.

c. Mr. Rusli

In this case the results of an interview with Mr. Rusli, he said that:

"I photocopied here because it happened not far from where I work. I like Photocopying here because the service is fast and the people are friendly, I've been a customer for quite a while, I've never felt disadvantaged while shopping here."

d. Nur Wahyuni

In this case the results of an interview with Nur Wahyuni, he said that:

"I prefer shopping here because it's close to my school, the employees are also very kind and friendly. I've been a customer here since I went to school here. I've never felt disadvantaged while shopping here. Sheet pay Rp. 1,000, - but I also photocopied 6 or 7 pages here but still paid Rp. 1,000, - maybe because we are already familiar that's why she gave us a discount, hehe. In my opinion, it's only natural if the rounding doesn't harm other people."

e. Mrs. Rina

In this case the results of an interview with Ms. Rina, she said that:

"I prefer to shop here because the place is not far from my house so I don't have to go far to another place. I photocopy here since my child entered elementary school. If my child asks for a photocopy of his school textbooks, I photocopy it here. I've never felt disadvantaged while shopping here, I didn't know there was a rounding off price system here, but if I photocopy 1 book directly bound, I'll just ask how much is it all, miss? for example Rp. 20,000, - said Ms. Yes, I paid right away without having to ask how many photocopies were."

f. Mr. Amran

In this case the results of an interview with Mr. Amran, he said that:

"I prefer to shop here because the service is good and fast and the work is neat. I have been a customer here for a long time because I need a lot of things at the school where I teach, such as photocopies of important documents, rental and binding, I have never felt I was harmed while shopping here, I have never felt disadvantaged and I have never complained because the employees had already been notified beforehand."

g. Mrs. Fatmawati

In this case the results of an interview with Mrs. Fatmawati, she said that:

"I prefer to shop here because the service is good and fast, the work is neat. I have been a customer for a long time since I worked at the health center because I have many photocopies of the documents needed at the health center. I have never felt disadvantaged while shopping here, I know there is a rounding off price system here but before that I was told by the employees. In my opinion, it's only natural that if the rounding doesn't burden my customers, I've never felt disadvantaged."

B. Discussion

Selling price setting mechanism and services for photocopying & printing Rexy Net Kel. Kalosi, Kec. Alla, Kab. Enrekang.

From the results of interviews with the leaders or owners of Rexy Net photocopying and printing regarding the mechanism for setting selling prices and services for photocopying and printing, the researchers can conclude as follows:

1. At photocopying & printing, Rexy Net besides photocopying also sells ATK. Seta provides computer rental services, binding, printing such as printing invitations, and books.
2. In determining the selling price and photocopying and printing services, Rexy Net determines it based on the amount of capital issued, considering the level of difficulty/risk in a job and the market price.
3. There is a price rounding at Rexy Net photocopying and printing
4. The reason there is rounding off prices at Rexy Net Photocopying & Printing is because it is difficult to find denominations for change
5. The rounding off of the price is not a profit-making technique because the results are not much, the results of the price rounding will be used for filling charity boxes and other social activities.

Analysis of the selling price setting mechanism and services from interviews with Rexy Net photocopying and printing employees

From the results of interviews that the researchers conducted with Kak Icha as an employee at Rexy Net Photocopying and Printing regarding honesty in Rexy Net Photocopying and Printing, the researchers can conclude as follows:

1. In photocopying and printing, Rexy Net often rounds prices because almost every day there are customers who shop with rounded prices.
2. In photocopying and printing, Rexy Net often rounds off prices because it is difficult to get denominations. As usual, photocopier customers only want or only need 8 sheets, which should only pay Rp. 1,600, - so the price is rounded off to Rp. 2,000, -, because they find it difficult to find a change of only Rp. 400,-.”
3. At the time of rounding off the price there is a notification to the customer from the Rexy Net Photocopy and Printing party/employee, before the customer pays the price that the customer must pay will be stated, after the customer gives the money and sees if the change is difficult to find then the employee will round it up if the customer feels not objections will be rounded up.
4. At the time of rounding off the price, there were no customers who questioned/complained because before the customer paid, the customer had been informed.

Analysis of the mechanism for determining the selling price and services from the results of interviews with Rexy Net photocopying and printing customers

From the results of the interviews that the researchers conducted with 7 informants, namely Rexy Net Photocopy and Printing customers, the researcher can conclude that:

1. Customers are very satisfied with the services provided because the work is fast and precise and the friendliness and trust of the main employees.
2. Consumers do not feel disadvantaged by rounding off prices because the rounding taken by the government is still considered very reasonable.
3. There are no complaints given by the customer because there has been a notification given to the customer if there is a price rounding.

IV. CONCLUSION

After the author has conducted an analysis and conducted research on the selling price setting mechanism and services at Rexy Net Photocopying and Printing, it can be concluded:

1. The mechanism for determining the selling price and services carried out by Rexy Net Photocopying and Printing uses the method of determining the price by rounding off the price due to the difficulty of finding change for change.
2. The selling price setting mechanism and services performed by Rexy Net Photocopying and Printing in the use of a rounding mechanism by setting a fair price and not taking large profits and is a balance point between the forces of demand and supply which are voluntarily agreed by buyers and sellers, by looking at the purchasing power of the public or customers. The use of the rounding off price mechanism has no element of fraud because the buyer still pays according to the actual price or according to the stated price, payments will be rounded off with the buyer paying a higher price than the stated price, due to difficulties in providing denominations, therefore the price is rounded off but the remaining price from the rounded up is not used for the interests of Rexy Net Photocopying and Printing in getting more profit from the rounded

up result, but the remaining price from the rounded up result is diverted to the mosque's charity box / other social funds.

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