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The Effect of Market Orientation Behavior and Price on Shallot Sales among Farmer Groups in Alahan Panjang, Solok Regency

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Abstract

Shallot sales in Alahan Panjang, Solok Regency, have not matched production potential amid changing market conditions and price fluctuations. This study examined the associations of market orientation behavior and price with shallot sales among farmer groups in the area. A quantitative survey involved 60 farmers selected through simple random sampling. Data were collected using a Likert-scale questionnaire and analyzed through multiple linear regression in SPSS. Market orientation behavior was positively and significantly associated with sales, with a regression coefficient of 0.504 ($p < .001$). Price also showed a positive and significant association, with a coefficient of 0.291 ($p = .001$). These findings identify market orientation and price as relevant factors in understanding shallot sales and contribute contextual evidence to research on agricultural marketing among farmer groups. The practical implications include strengthening farmers' awareness of market information and their marketing strategies, alongside pricing that considers affordability, competitiveness, product quality, and stability.

Keywords: Market Orientation Behavior; Price; Shallot Sales; Farmer Groups; Agricultural Marketing

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INTRODUCTION

The agricultural sector plays an important role in supporting economic development and improving community welfare, particularly in regions with strong potential for horticultural production. One of the leading horticultural commodities in Solok Regency, West Sumatra, is shallots, which are widely cultivated by farmer groups in Alahan Panjang. Despite the considerable production potential, increased agricultural output does not necessarily result in higher sales or improved farmers' income. This situation indicates that agricultural business performance depends not only on production capacity but also on effective marketing activities and appropriate pricing management. Rahmawati et al. (2018) found that shallot producer markets in Indonesia are not fully integrated, suggesting that differences in regional market conditions may influence price formation. Nurunisa et al. (2024) demonstrated that lengthy marketing channels and limited coordination among supply chain participants can affect the proportion of the final selling price received by farmers.

These challenges are also reflected in the development of shallot production and prices in Alahan Panjang during the 2020–2024 period, as documented in this study. Increased production has not consistently generated optimal economic benefits because farmers continue to face price fluctuations, particularly during the main harvest season when market oversupply occurs. This condition highlights the importance of farmers' ability to understand market developments and establish appropriate selling strategies. Putri et al. (2023) explained that shallot price volatility can be transmitted across regions through market linkages and distribution channels. Similarly, Rahmi et al. (2025) found that substantial price volatility at the producer level is associated with seasonal factors, weak farmer institutions, and inadequate post-harvest facilities.

Under these circumstances, market orientation behavior becomes an important aspect that farmer groups need to consider. Market orientation concerns business actors' ability to identify consumer needs, understand market competition, and respond to changing market conditions. Narver and Slater (1990) established that market orientation is positively associated with business profitability through customer orientation, competitor orientation, and interfunctional coordination. D'Souza et al. (2022) also found that customer orientation positively influences firm performance among Indonesian small and medium-sized enterprises. Therefore, farmer groups need to develop their ability to obtain market

information and adjust their selling strategies so that their shallot products can meet consumer demand.

The implementation of market orientation is also associated with farmers' ability to develop competitive marketing strategies. Understanding market opportunities enables farmers to identify target consumers, select appropriate distribution channels, and adjust their product offerings to prevailing competitive conditions. Puspaningrum (2020) demonstrated that market orientation contributes to improved SME marketing performance through the development of competitive advantage. Furthermore, Dahmiri et al. (2024) found that market orientation significantly influences the marketing performance of Indonesian MSMEs. Nuvriasari et al. (2020) also demonstrated that market orientation can support business performance through the implementation of entrepreneurial marketing.

In addition to market orientation, price represents an important factor influencing purchasing decisions and sales outcomes. In agricultural businesses, price determines not only the monetary value of transactions but also farmers' ability to generate reasonable profits and maintain business sustainability. Wasim et al. (2024) explained that organizational market orientation can support business performance when accompanied by creativity and technological utilization. Noya et al. (2025) found that access to market information plays a role in strengthening the relationship between export market orientation and SME market performance.

Accordingly, pricing decisions should consider market demand, product availability, product quality, and prevailing prices in destination markets. Shallot price fluctuations further demonstrate that pricing management cannot be separated from marketing supply chain conditions. Bhinadi and Simatupang (2025) identified regional differences in shallot prices across Java, which were associated with imbalances between supply and demand. Fernando et al. (2025) found that shallot price transmission in West Sumatra remains inefficient, highlighting the importance of strengthening farmer institutions and improving access to price information. These circumstances indicate that farmers' ability to understand market information and establish competitive selling prices is essential for strengthening their bargaining position in agricultural marketing activities.

Previous studies have examined the relationship between market orientation and marketing performance, as well as the relationship between pricing and sales conditions. Gotteland et al. (2020) found that proactive market orientation can improve sales

productivity and firm growth. Gligor et al. (2021) explained that alignment between the market orientations of firms and their suppliers is positively associated with firm performance. Meanwhile, Bürgin and Wilken (2022) demonstrated that transparency in communicating price components can improve perceived price fairness and consumer purchase intentions. These findings indicate that market orientation and pricing management are relevant factors in supporting successful marketing activities.

Research on agricultural commodity marketing has also emphasized the importance of strengthening farmer groups and marketing channels. Fischer and Qaim (2012) found that collective action through farmer groups can improve income and facilitate information exchange among agricultural business participants. Sexton and Malan (2018) explained that farmers' decisions when selecting marketing channels are influenced by differences in price benefits, payment timeliness, and transaction risks. Jamhari et al. (2022) demonstrated that the establishment of horticultural auction markets can help control price fluctuations at local and regional market levels. Muflikh et al. (2021) also emphasized that price volatility in agricultural value chains needs to be understood through the relationships among market participants, distribution systems, and market dynamics.

Other studies indicate that the relationship between market orientation and marketing performance may vary according to business characteristics and the strategies implemented. Hardilawati et al. (2023) found that market orientation positively influences the marketing performance of culinary-sector MSMEs. Masuku et al. (2023) demonstrated that market orientation and competitive advantage are associated with improved marketing performance among small and medium-sized businesses. Ramdan et al. (2025) also highlighted the role of market orientation in supporting MSME marketing performance in relation to entrepreneurial competence. Pramuki and Kusumawati (2024) found that market orientation, product innovation, and competitive advantage contribute to improved marketing performance among small and medium-sized industries.

Taken together, these studies suggest that research on market orientation and pricing needs to consider differences in commodity characteristics, business actors, and marketing environments. Previous research has frequently examined marketing performance among MSMEs and agricultural commodities in general, whereas the simultaneous examination of market orientation behavior and price in relation to shallot sales among farmer groups in Alahan Panjang remains an area that warrants further investigation. This is particularly

relevant because farmer groups face marketing challenges involving changing demand, limited price information, dependence on intermediaries, and fluctuations in supply. Mardiyono (2018) demonstrated that market orientation and technological orientation are associated with competitive advantage and improved marketing performance among small businesses.

Accordingly, this study adopts market orientation behavior and price as the main variables to examine the factors influencing shallot sales among farmer groups in Alahan Panjang, Solok Regency. Market orientation behavior focuses on the ability to identify market opportunities, develop effective selling strategies, and respond to market changes. Meanwhile, the price variable encompasses price affordability, price–quality suitability, price competitiveness, and price stability. This study aims to examine the effect of market orientation behavior on shallot sales and to analyze the effect of price on shallot sales among farmer groups in Alahan Panjang, Solok Regency.

METHODS

This study employed a quantitative approach to examine the effects of market orientation behavior and price on shallot sales among farmer groups in Alahan Panjang, Lembah Gumanti District, Solok Regency. The quantitative approach was adopted because the research involved measuring variables using numerical data and testing hypotheses through statistical procedures. The research design involved structured data collection, followed by descriptive statistical analysis and multiple linear regression to examine the effects of the independent variables on the dependent variable.

The study comprised three variables: market orientation behavior (X_1), price (X_2), and shallot sales (Y). The indicators of market orientation behavior were based on Sulastri and Nugroho (2020), covering the ability to identify market opportunities, develop effective selling strategies, and respond to market changes. The price variable was measured using indicators adapted from Wijayanti (2020), namely price affordability, price–quality suitability, price competitiveness, and price stability. Meanwhile, the shallot sales variable followed Tjiptono (2020) and was assessed through the number of sales transactions, repeat purchase frequency, sales value, and market share. These indicators served as the basis for developing the research instrument and measuring each variable quantitatively.

The research population consisted of shallot farmers affiliated with active farmer groups in Alahan Panjang. According to data from the Solok Regency Agriculture Office (2024), the area had 15 active farmer groups, each comprising 20 members, resulting in a total population of 300 farmers. The sample was selected using simple random sampling because the population was considered homogeneous. Based on the sampling proportion applied in the thesis, 20% of the population was selected, resulting in a sample of 60 farmers. The sample was subsequently distributed proportionally across several farmer groups.

The study utilized both primary and secondary data. Primary data were obtained through closed-ended questionnaires distributed to respondents, while secondary data were collected through documentation from the local agriculture office, farmer groups, and relevant administrative records. The questionnaire statements were developed according to the indicators of each research variable and measured using a five-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 5). Field observations were also conducted to obtain contextual information regarding price-setting practices, market interactions, and shallot sales activities. Before being used for data collection, the instrument was assessed for validity using the Pearson Product Moment correlation and for reliability using Cronbach's Alpha, with a reliability threshold above 0.60.

Data analysis was conducted using SPSS. The analytical procedures included descriptive statistics through the calculation of the Total Respondent Achievement (TCR), followed by classical assumption tests covering normality, multicollinearity, and heteroscedasticity. Multiple linear regression was then applied to examine the relationships between the research variables. Hypotheses were tested using the t-test to determine the individual effects of market orientation behavior and price on shallot sales.

RESULTS

Classical Assumption Tests and Hypothesis Testing

1. Normality Test

Table 1. Normality Test Results

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.200	0.05	Normally Distributed

Source: Primary Data Processed (2026)

Table 1. Normality Test Results shows that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. Therefore, the data are normally distributed and meet the normality assumption.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

No.	Variable	Tolerance	VIF	Conclusion
1	Market Orientation	1.000	1.000	No Multicollinearity
2	Price	1.000	1.000	No Multicollinearity

Source: Primary Data Processed (2026)

Table 2. Multicollinearity Test Results shows that both independent variables, market orientation and price, have tolerance values of 1.000 and VIF values of 1.000. These values meet the criteria of tolerance greater than 0.10 and VIF below 10. Therefore, the regression model is free from multicollinearity.

3. Heteroscedasticity Test

Table 3. Heteroscedasticity Test Results

No.	Variable	Sig.	Alpha	Conclusion
1	Market Orientation	0.127	0.05	No Heteroscedasticity
2	Price	0.168	0.05	No Heteroscedasticity

Source: Primary Data Processed (2026)

Table 3. Heteroscedasticity Test Results shows that the significance values for market orientation and price are 0.127 and 0.168, respectively. Both values are greater than the significance level of 0.05. Therefore, the regression model does not exhibit heteroscedasticity.

4. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	7.823	3.545	–	2.207	0.031
Market Orientation	0.504	0.118	0.455	4.261	0.000
Price	0.291	0.081	0.384	3.600	0.001

Source: Primary Data Processed (2026)

Table 4. Multiple Linear Regression Analysis Results shows that the regression equation is $Y = 7.823 + 0.504X_1 + 0.291X_2$. The constant of 7.823 indicates that shallot sales are estimated at 7.823 units when market orientation and price are zero. The market orientation coefficient of 0.504 indicates that a one-unit increase in market orientation is associated with a 0.504-unit increase in sales, assuming price remains constant. Similarly, the price coefficient of 0.291 indicates that a one-unit increase in price is associated with a 0.291-unit increase in sales, assuming market orientation remains constant.

5. t-Test

Table 5. t-Test Results

No.	Variable	t-Statistic	t-Table	Alpha	Sig.	Conclusion
1	Market Orientation	4.261	1.672	0.05	0.000	H1 Accepted
2	Price	3.600	1.672	0.05	0.001	H2 Accepted

Source: Primary Data Processed (2026)

Table 5. t-Test Results shows that market orientation has a positive and significant effect on shallot sales, as indicated by a t-statistic of 4.261, which is greater than the t-table value of 1.672, and a significance value of 0.000, which is below 0.05. Therefore, H1 is accepted. Price also has a positive and significant effect on shallot sales, with a t-statistic of 3.600, exceeding the t-table value of 1.672, and a significance value of 0.001, below 0.05. Thus, H2 is accepted.

DISCUSSION

The findings indicate that market orientation and price have positive and significant effects on shallot sales among farmer groups in Alahan Panjang, Solok Regency. This suggests that sales performance is not determined solely by farmers' production capacity, but is also associated with their ability to understand market conditions and establish appropriate prices. Marketing considerations should therefore be integrated into farm management rather than treated merely as activities undertaken after harvesting.

The descriptive analysis shows that market orientation achieved a Total Respondent Achievement (TCR) score of 74.61%, placing it in the fairly high category. This result indicates that respondents demonstrate a relatively positive level of market orientation, although its implementation could still be improved. In this study, market orientation was assessed through the ability to identify market opportunities, develop effective selling strategies, and respond to market changes. These dimensions are closely connected because recognizing market opportunities needs to be followed by appropriate selling strategies and the ability to adjust decisions as market conditions evolve. Market orientation should consequently be understood not simply as awareness of consumer needs, but as the capacity to translate market information into relevant marketing decisions.

The regression analysis produced a coefficient of 0.504 for market orientation. This indicates that a one-unit increase in market orientation is associated with an estimated 0.504-unit increase in sales, assuming that price remains constant. The partial test further supports

this finding, as the calculated t-value of 4.261 exceeds the critical value of 1.672, while the significance value of 0.000 is below the 0.05 threshold. Accordingly, the first hypothesis is accepted. This result suggests that farmer groups' ability to recognize market opportunities, formulate selling strategies, and respond to changing market conditions is meaningfully associated with higher shallot sales. The standardized coefficient of 0.455 also indicates that market orientation has a relatively stronger association with sales than price in the estimated model. However, this difference in coefficient values does not, by itself, demonstrate a statistically significant difference between the effects of the two independent variables.

The finding on market orientation is consistent with Andrean and Ilyas (2020), who reported that market orientation affected shallot sales volume among farmers in Sumamora Village, Baktiraja District. It is also supported by Mauzarima Fortuna et al. (2024), who found that market orientation had a significant effect on shallot sales in Pedurungan Asri. The consistency of these findings indicates that the ability to understand market opportunities and respond to changing market conditions is relevant to shallot marketing. The present study reinforces previous empirical evidence by examining this relationship among farmer groups in Alahan Panjang, Solok Regency. These results highlight the importance of market orientation as a consideration in efforts to improve agricultural sales.

In addition to market orientation, the findings demonstrate that price has a positive and significant effect on shallot sales. The descriptive analysis produced a TCR score of 70.04% for price, which also falls within the fairly high category. Price was assessed through affordability, consistency between price and product quality, price competitiveness, and price stability. This result indicates that respondents have given considerable attention to price-related considerations, although further improvement remains possible. Price is an important element of marketing because it relates to the perceived value of the product offered to buyers and farmers' ability to maintain the competitiveness of their products.

The regression coefficient for price was 0.291, indicating that a one-unit increase in the price variable is associated with a 0.291-unit increase in sales, assuming market orientation remains constant. The t-test produced a calculated value of 3.600, exceeding the critical value of 1.672, with a significance value of 0.001 below 0.05. Therefore, the second hypothesis is accepted. This finding demonstrates that price is significantly associated with shallot sales among farmer groups in Alahan Panjang. Prices that are affordable, consistent with product quality, competitive, and stable may support market acceptance and strengthen farmers'

bargaining positions. Accordingly, pricing decisions need to take market conditions and product characteristics into account to support more appropriate selling decisions.

The finding concerning price is consistent with Devi (2022), who reported that price had a positive and significant effect on shallot sales volume in Malangke District, North Luwu Regency. It also supports Sudibyo et al. (2023), who found a positive effect of price on shallot sales at Bekala Central Market in Medan. The consistency across these studies indicates that price is a relevant factor in shallot marketing in different research settings. The present study extends this evidence by examining price together with market orientation in a single research model focused on farmer groups in Alahan Panjang. This provides a broader perspective on sales performance by demonstrating the relevance of both pricing considerations and farmers' ability to understand and respond to market conditions.

Meanwhile, the sales variable achieved a TCR score of 68.08%, placing it in the fairly high category. This indicates that shallot sales among the farmer groups in Alahan Panjang have generally reached a reasonably positive level, although further improvement remains possible. Sales in this study were measured through the number of sales transactions, repeat-purchase frequency, sales value, and market share. When considered alongside the hypothesis-testing results, this descriptive outcome suggests that sales performance is associated with market orientation and price. The descriptive analysis provides an overview of respondents' assessments of each variable, whereas regression analysis explains the statistical relationships between the independent and dependent variables. These findings complement each other in explaining shallot sales among the farmer groups examined in this study.

From a theoretical perspective, the findings reinforce the understanding that shallot sales are associated with marketing-related factors, particularly market orientation and price. The positive and significant effects of both variables indicate that marketing activities should consider farmers' ability to identify market opportunities as well as their approach to pricing. The contribution of this study lies in examining these two factors simultaneously in the context of shallot farmer groups in Alahan Panjang, Solok Regency. It provides empirical evidence from a specific local setting and complements previous studies that have examined the relationship between market orientation, price, and shallot sales.

In practical terms, the findings suggest that farmer groups should pay closer attention to market information, buyers' needs, marketing opportunities, and changes in market

conditions before determining their selling strategies. These capabilities may help farmers make more informed and systematic marketing decisions. In terms of pricing, farmers should consider affordability, the relationship between price and product quality, competitiveness, and price stability. The findings may also serve as a consideration for institutions and parties providing assistance to farmer groups when developing marketing activities and strengthening farming capacity. Nevertheless, this study does not establish a specific price level that farmers should adopt, as the determination of a particular pricing threshold was not directly examined.

Several limitations should be considered when interpreting the findings. The study involved 60 farmers from shallot farmer groups in Alahan Panjang; therefore, applying the findings to other regions or agricultural commodities requires consideration of differences in market conditions and farming characteristics. Furthermore, the data were collected through questionnaires, meaning that the results depend on respondents' understanding and assessments of the statements provided. The research model also included only market orientation and price as independent variables and therefore does not capture all factors that may be associated with shallot sales. In addition, the available research results do not report a simultaneous test or the coefficient of determination. Consequently, the proportion of overall variation in sales explained by the model cannot be established from the available results. These limitations provide important considerations for future research, particularly studies that seek to involve broader respondent coverage and examine additional factors associated with shallot sales.

CONCLUSION

Based on the findings of this study on the effects of market orientation and price on shallot sales among farmer groups in Alahan Panjang, Solok Regency, both variables were found to have positive and significant effects on sales. These findings address the research objective of examining the influence of market orientation and price on shallot sales. Market orientation is an important factor because farmers' ability to identify market opportunities, formulate selling strategies, and respond to changing market conditions is associated with improved sales performance. Price also plays a significant role through affordability, consistency between price and product quality, competitiveness, and price stability. Therefore, improving shallot sales requires not only appropriate pricing decisions but also

the capacity of farmer groups to understand market conditions and adjust their marketing strategies accordingly.

This study contributes empirical evidence to the field of agricultural marketing by examining the relationship between market orientation, price, and shallot sales within farmer groups in Alahan Panjang. The findings provide practical considerations for improving marketing activities, including expanding marketing networks, maintaining product quality, and utilizing social media and digital marketing to reach broader markets. Farmers should also regularly access market price information to establish more competitive and profitable selling prices while reducing excessive dependence on intermediaries. Furthermore, strengthening their understanding of consumer needs, market trends, and new distribution opportunities may help farmer groups respond more effectively to market changes. Future research is encouraged to examine additional factors that may influence shallot sales, including product quality, promotion, distribution, and marketing technology. Incorporating these variables may provide a more comprehensive understanding of the factors associated with shallot sales and offer broader insights for the development of agricultural marketing practices.

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