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The Effect of Sales on the Increase in Business Income of Black Woven Sarongs in Bulukumba Regency

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ABSTRACT
This study aims to analyze the influence of sales on increasing the income of black woven sarong businesses in Bulukumba Regency and to determine the magnitude of the influence of sales on increasing the income of black woven sarong businesses in Bulukumba Regency. Sales are the main factor that determines the level of income and business sustainability, especially in the traditionally managed weaving craft industry. This study uses a quantitative approach with a survey method. Data were collected through a Likert-scale questionnaire distributed to 50 black sarong weavers, all of whom were women, with a Simple Random Sampling technique. The data analysis technique used in this study is a simple linear regression supported by validity tests, reliability tests, and classical assumption tests to ensure the accuracy and feasibility of the research model, with the help of SPSS software. The results of the study indicate that sales have a positive and significant effect on increasing the income of black woven sarong businesses in Bulukumba Regency with a significant value of (0.009) smaller than the value of Y (0.05) and the magnitude of the contribution of sales (X) to the income of black woven sarongs (Y) in Bulukumba is 0.132 or 13.2%. This indicates that there has been an increase in the level of sales achieved, both in terms of volume and transaction value.

A. INTRODUCTION

Business growth is accelerating, in line with the ever-changing dynamics of the environment. Competition between business actors is increasingly intense, both from within the country and abroad (Muliati, 2025). This condition requires every business actor, including traditional businesses, to be able to adapt in order to survive and develop.

Indonesia as a country with cultural diversity has various businesses based on local wisdom, one of which is weaving crafts that have been passed down from generation to generation and have become an important part of people's lives (Rasnawati & Kartomo, 2024). In the fashion industry, it has recently become one of the profitable industries in Indonesia, because its growth is always increasing so rapidly (Sariana, 2026). Woven fabrics are even more widely known as a regional identity that has high cultural and economic value (Paladan, 2024).

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The woven sarongs business is part of the MSME sector which plays a role in increasing community income while preserving local culture. This product has a variety of functions and is made using looms, both manually and semi-mechanically (Amrani, 2020). In its development, the increase in the number of MSME actors also encourages business competition, so sales are an important factor in determining the amount of income obtained (Hermawaty, 2024).

Various studies show that sales have a positive influence on increasing the revenue of the weaving sarong, where the higher the sales volume, the greater the revenue obtained (Kifli, 2024; Sultan & Nurhajrah, 2023; Rasnawati & Kartomo, 2024). However, studies that specifically examine the influence of sales on the income of the black woven sarongs business in Bulukumba Regency are still limited. Therefore, this research is important to provide empirical evidence and support the development of local weaving businesses.

B. METHODS

This study uses a quantitative approach using *the survey method. Surveys* in the research method are a form of research method to obtain information about characteristics, actions, and opinions that represent the population through questionnaires or interviews. The technique used to manage data is statistical analysis technique, through *Excel Statistical Analysis* and SPSS computer programs. By using data quality test research, classical assumption test, and simple regression test. The sampling technique used the Simple Random Sampling formula, with a total of 50 respondents with a population of 500. The analysis in this study was used to find out how much the influence of sales on the income of the black woven sarongs business in Bulukumba Regency.

C. RESULTS AND DISCUSSION

1. Results

a. Respondent Characteristics

The results of the study showed that this researcher involved 50 respondents who were entrepreneurs as well as weavers of black woven sarongs (Kajang woven fabrics) in Bulukumba Regency. All selected respondents were actively involved in the production process and sales activities. Respondent profiles based on demographic and sociodemographic aspects are presented in the following tables:

Gender

The data showed that all respondents (100%) in this study were female. This indicates that the production and sale of black woven sarongs in Bulukumba Regency is absolutely dominated by female workers.

1) Age

Table 1. Number of Respondents Based on Respondent Age

No	Age	Number (respondents)	Percentage
1	20 - 30	4	8%
2	31 - 41	11	22%
3	42 - 52	20	40%
4	53 - 63	15	30%
Total		50	100%

Source: Data Processing Results, 2026

Based on Table 1, the majority of respondents are in the productive age group from maturity to dusk. The largest group was in the age range of 42–52 years as many as 20 people (40%), followed by the age range of 53–63 years as many as 15 people (30%). Meanwhile, respondents at young age (20–30 years) were the least group with 4 people (8%).

2 . Education Level

Table 2. Number of Respondents by Education Level

No	Education Level	Number (Respondents)	Percentage
1	SD	46	92%
2	SMP	3	6%
3	SMA	1	2%
Total		50	100%

Source: Data Processing Results, 2026

The distribution of education levels in Table 2 shows the dominance of primary education backgrounds, where 92% of respondents (46 people) are elementary school graduates. Although the level of formal education of the majority of respondents is relatively low—which could theoretically limit the adoption of modern marketing strategies and financial management—empirical experience and hereditary weaving skills remain the main capital in maintaining business sustainability.

3) Long Pursuit of Business

Table 3. Number of respondents based on length of business

No	Year	Number (respondents)	Percentage
1	< 5 Years	38	76%
2	5 - 10 Years	11	22%
3	11 - 15 Years	1	2%
	Total	50	100%

Source: Data Processing Results, 2026

Table 3 indicates that most artisans (76%) are relatively new to commercializing this business independently, with a duration of less than 5 years. The group of entrepreneurs with 5–10 years of experience accounted for 22%, while senior entrepreneurs with more than 11 years of experience accounted for only 2%.

b. Classic Data Quality and Assumption Test Results

1) Instrument Validity Test

The validity test was carried out to measure the accuracy and feasibility of each item of the questionnaire statement in representing the research variables. The critical limit of validity for the N = 50 sample at the significance level of α= 0.05 is = 0.279. Based on the results of data processing using SPSS, all question items for the variables Sales (X) and Revenue (Y) produced a correlation coefficient value of > 0.279 with a significance value of $p < 0.05$. Thus, all instruments are declared valid and suitable for data collection.$r_{Tabel} r_{Tabel}$

2) Instrument Reliability Test

The reliability test aims to look at the internal consistency of the research instrument. A variable is said to be reliable if it has *a value of Cronbach's Alpha* coefficient > 0.60. The results of SPSS testing on the variable instruments Sales (X) and Revenue (Y) showed *that Cronbach's Alpha* value was above the threshold of 0.60. These results prove that the questionnaires used have high reliability and are consistent when used at different times.

3) Classic Assumption Test

a. Normality Test: normality testing aims to test residual values in regression variables with normal distribution or not. The decision-making criteria are based on a significance value (Sig) > 0.05. The results of the statistical test showed a Sig value of

> 0.05, so it was concluded that the residual data in this study was normally distributed.

b. Linearity Test: This test is performed to detect the relationship between independent variables (X) and dependent variables (Y) that are linear. A variable is declared linear if the *value of Deviation from Linearity* has a Sig value of > 0.05 or a value of <. From the data processing, a Sig value at $F_{hitung}F_{Tabel}$*Deviation from Linearity* was obtained of 0.837 (> 0.05). Supported by a value = 0.539 which is smaller than = 2.130. The results of the test confirm that the relationship between the Sales and Revenue variables is linear.$F_{hitung}F_{Tabel}$

4) Simple Regression Analysis

Based on the results of regression analysis using SPSS software, the following outputs were obtained:

a. Determination Coefficient () Test: Based on the R^2*Model Summary table*, the value of the correlation coefficient () is 0.364 and the value R^2 *of the Adjusted R Square* is 0.132. This value shows that the Sales variable (X) contributes 13.2% to the variation in the ups and downs of Operating Income (Y). While the remaining 86.8% was influenced by other variables outside this research model.

b. Hypothesis Test (Persial / t Test): Based on the *Coefficients* table, a significance value (Sig) of 0.009 was obtained, where the value was smaller than the specified significance level (0.009 < 0.05). Through these results, it can be concluded that the Sales variable (X) has a statistically significant influence on the Operating Income variable (Y).

2. Discussion

The results of statistical analysis showed that the sales variable had a positive and significant influence on the increase in the revenue of the black woven sarongs business in Bulukumba Regency (p = 0.009 < 0.05). Thus, the research hypothesis is accepted. These findings empirically confirm that any increase in sales volume has a direct impact on strengthening the income of weavers. Sales play a strategic role because it is the main bridge that converts these traditional products into real economic value. The ability to maintain relationships with customers, adjust market prices, and maintain consumer trust are important pillars of their business sustainability.

However, the determination coefficient test yielded an *Adjusted R Square* value of 0.132. This indicates that the sales variable only contributes 13.2% to the variation in operating income, while the remaining 86.8% is determined by factors other than the research model. The low contribution of this sales line is triggered by several fundamental structural limitations in the respondent profile, including:

a. Literacy and Communication Barriers: The majority of artisans are women of mature to twilight age (dominated by the range of 42–63 years) with a low level of formal education (92% of elementary school graduates). In the field, limitations in reading (illiteracy) and limited Indonesian language skills are the main barriers in expanding independent business networks.
b. Traditional Marketing Stagnation: Due to these educational and age constraints, business actors have not been able to touch or adopt modern marketing strategies, such as the use of digital technology (*e-commerce*) and social media promotion. Market reach tends to be local and conventional.
c. Limited Capital and Business Flying Hours: As many as 76% of respondents were recorded to have only pursued the commercialization of this business independently in less than 5 years. The lack of capital accumulation hinders artisans from increasing production and sales volumes optimally.

Despite being faced with structural limitations, the sustainability of this business is maintained thanks to social capital in the form of traditional motor skills (*indigenous knowledge*) and mature life experiences from women weavers. This practical expertise factor inherited from generation to generation has proven to be able to compensate for the weakness of formal education in producing products with selling value.

Overall, this study confirms that sales have a strategic role in triggering creative economic growth in Bulukumba Regency. Given the constraints of literacy, language, and capital, intervention and concrete support from local governments and related institutions are needed. Adaptive mentoring programs—not just theoretical training—in the form of providing access to business capital, translation/marketing assistance, and simplifying market access, are crucial keys to boosting sales capacity while improving the financial well-being of the women weavers community in a sustainable manner.

D. CONCLUSION

Based on the results of data analysis and discussion, this study concludes that the sales variable has a positive and statistically significant influence on the increase in the revenue of the black woven sarongs business in Bulukumba Regency ($p = 0.009 < 0.05$). Increasing the effectiveness of sales activities has been proven to be able to drive the growth of the income of artisans directly. However, the contribution of sales variables in this research model is relatively low, which is only 13.2% (based on *the Adjusted R Square* value). Meanwhile, most of the variation in income (86.8%) was influenced by factors outside the model. This low sales contribution is due to the structural barriers faced by artisans, who are 100% women with the majority of mature age and basic education (92% elementary school graduates). Limited literacy (script), communication constraints in Indonesian, limited capital, and relatively new business flight hours (the majority < 5 years) have made weavers unable to adopt modern marketing strategies or digitalization. The sustainability of this business so far has been purely based on traditional weaving skills (*indigenous knowledge*) that have been inherited from generation to generation.

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