

Quantitative Analysis of the Trade Industry: The Effect of Environmental Policy on Industry Growth

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ABSTRACT

This study aims to examine the impact of environmental policies on the growth of the trade industry, with a particular focus on Toko Marannu. Through a descriptive analysis, the research highlights key areas of implementation, customer acceptance, and the resultant effects on sales, customer satisfaction, and overall business performance. The findings reveal that Toko Marannu has successfully implemented environmental policies, such as the use of environmentally friendly bags and the provision of alternative packaging options, which have been well-received by customers. The study shows that these policies positively influence sales growth, increase the number of visitors, and enhance profits, while maintaining high levels of customer satisfaction. The research, conducted through a quantitative approach using surveys and questionnaires with 40 customers, underscores the importance of environmental policies in driving industrial growth and improving consumer perceptions. These insights offer valuable guidance for businesses seeking to integrate sustainable practices while achieving economic growth.

Keywords: Trade Industry, Environmental Policy, Industry Growth

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1. INTRODUCTION

Environmental issues have become a major concern in recent decades, particularly in the context of rapid economic development and industrialization. The growth of the trade industry, which is one of the main sectors in the economy, often contributes to environmental degradation, such as air, water, and land pollution. Therefore, governments in various countries have implemented various environmental policies aimed at mitigating the negative impact of economic activities on the environment.

Environmental issues are always a human problem, because their effects are on human needs, even if they are denied. What is important is what causes environmental damage. The question is whether the problem lies in the environment itself or is actually a human problem, as both the cause and the affected party.

Currently, attitudes and behavior towards environmental life are largely dominated by economic considerations. These attitudes and behaviors are also influenced by the lack of public knowledge or appreciation for the ecological function of environmental life. To address this

issue, perceptions about environmental life must be changed, but also support economic development. There are several policy systems that can be used to manage the environment, including systems with control and regulation instruments (Command and Control, CAC), self-regulatory instruments (Atur Diri Sendiri, ADS), and economic instruments (Economic Instrument, EI)

The trade industry plays a crucial role in the economy of a country or region. However, trade activities can also have negative impacts on the environment if not managed properly. Therefore, environmental policies become extremely important for regulating and controlling the impact of trade activities on the environment (Nugroho & Namotupulu, 2016).

Environmental policy has become a major concern in the trade industry, particularly in efforts to reduce the negative impact on the environment. Marannu Store has implemented several environmental policies, including reducing the use of plastic bags, using environmentally friendly bags, and providing boxes/crates for packaging products. This research aims to analyze the impact of these policies on the growth of the trade industry at Marannu Store, focusing on main indicators such as increased sales, visitor numbers, and profits, as well as customer satisfaction, consistency in policy implementation, and consumer perceptions of the store (Afandi & Soesatyo, 2017).

The trade industry is one of the types of businesses that determine economic activity in terms of distribution. Therefore, studies on market structure, efficiency, and productivity in this industry are attractive. A general overview of the development of the trade industry in Indonesia can be seen from the Retail Sales Survey (SPE) conducted by Bank Indonesia (Yuli Waluyo et al., 2022).

Economic growth is an effort to increase production capacity to achieve increased output, measured using Gross Domestic Product (GDP) or Regional Gross Domestic Product (RGDP) in a region. In recent years, Indonesia has experienced significant economic growth, and its role in the trade arena has become more prominent. Wise trade policies are considered a crucial instrument to support and guide sustainable economic growth (Prahaski & Ibrahim, 2023).

In line with the increasing involvement in Indonesia's trade system, the country faces complex challenges and opportunities. How trade policies are implemented and processed by Indonesia can be a key factor in determining the direction and pace of economic growth. Therefore, this research aims to investigate and analyze the direct and indirect impact of trade policies on economic growth indicators in Indonesia (Nugroho & Namotupulu, 2016)

The rate of economic growth in a region is shown through the increase in Regional Gross Domestic Product (RGDP). Increasing economic growth through indicators such as Regional Gross Domestic Product (RGDP) means that the well-being and prosperity of the population will also increase (Listyarini & Warlina, 2017)

Economic growth is something that is expected by every country, with increasing economic growth resulting in a country enjoying its benefits, such as an increase in people's standard of living, health, education, and higher consumption of goods and services. Economic growth is also referred to as one of the important indicators to measure the success of a country's development (Firdaus & Ifrochah, 2022).

The Retail Sales Survey (SPE) conducted by Bank Indonesia is one of the important indicators to measure the performance of the trade industry, particularly in the retail sector or sales. This survey provides information on the development of real sales (after adjusting for inflation) of various types of retail goods, such as food, clothing, and household necessities. During the period 2014-2015, SPE data showed that real sales growth in Indonesia fluctuated with a moderate annual growth trend. Below is a further explanation of the survey along with relevant data (Figure 1):



Figure 1: Real Sales Growth in Indonesia in 2014-2015

Based on the graph above, it can be seen that the annual growth of real sales in Indonesia in 2014 and 2015 showed significant fluctuations. In 2014, the growth of real sales was initially positive, reaching around 10-15%, but then declined to negative levels by the end of the year.

In 2015, the growth of real sales again showed an increase and remained positive at around 5-10% throughout the year. Although the annual growth rate was still fluctuating, the trend was more stable than the previous year.

The fluctuations in real sales growth can be caused by various factors, such as national economic conditions, consumer purchasing power, inflation rates, and changes in consumer preferences. The Retail Sales Survey conducted regularly by Bank Indonesia helps the government and other stakeholders to monitor the performance of the retail sector and take necessary policies to promote sustainable trade growth (Sutomo & Ratwianingsih, 2017).

2. METHOD

a. Population and Sample

In this study, the population is the customers of the Toko Marannu shopping center, where the exact number of customers is unknown.

b. Research Variables

The research uses an explanatory research design, using primary data, specifically a survey using accidental sampling. Accidental sampling is a technique where the sample is determined by chance, and customers who happen to meet the researcher can be used as a sample, as long as the person who is randomly encountered is deemed suitable as a source of data. The sample used consists of 40 customers from the Toko Marannu shopping center located at Jl. Poros Malino.

Table 1. Operational Definition and Indicators

No	Definition of Variables	Indicators	Sources
1	Environmental Policy (X1)	1. Use of plastic bags 2. Use of alternative bags (environmentally friendly) 3. Provision of cardboard boxes	(Rudianto et al., 2023)
2	Growth of the Trade Industry (Y)	1. Increase in sales 2. Number of visitors 3. Profit	(Anggoro et al., 2021)

3	Intervening Variables (M)	<ol style="list-style-type: none"> 1. Customer satisfaction level 2. Consistency in implementing environmental policy 3. Consumer perception of the store 	(Sawitri, 2018)
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Sources: Primary Data, 2024

c. Data Analysis Method

Based on the objectives of this research, the study model has fulfilled the classical assumptions test, where there is no multicollinearity, autoregression, heteroskedasticity, and the model is normally distributed. Therefore, the data analysis method used in this study will be Multiple Linear Regression, t-test, F-test, and Coefficient of Determination.

3. RESULTS AND DISCUSSION

Respondents who were selected for this study are loyal customers of Toko Marannu. The research was conducted online through a Google Form questionnaire. The summary of the questionnaire distribution to Toko Marannu customers is shown in the following table:

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Environmental Policy Indicators	40	6	10	8.275	.78406
Use of alternative bags (environmentally friendly)	40	14	19	17.175	1.10680
Provision of boxes/cardboard for packaging customer purchases	40	17	24	20.825	1.15220
Increase in sales after implementing environmental policy	40	9	15	12.575	.93060
Number of visitors	40	9	15	12.800	1.20256
Profit	40	9	15	12.400	1.05733
Customer satisfaction level	40	10	15	12.600	.98189
Consistency in implementing environmental policy	40	9	15	12.675	1.07148
Consumer perception of the store	40	9	15	12.475	1.19802
Valid N (listwise)	40				

Sources: Sources: Primary Data, 2024

The descriptive analysis of the table above provides an overview of the influence of environmental policy on the Toko Marannu trade industry. This analysis is important for understanding the characteristics of the sample and research indicators before conducting further analysis.

The number of respondents (N) in this study is 40 individuals.

The "Environmental Policy" indicator has a minimum value of 6.00 and a maximum value of 10.00, with a mean of 8.2750 and a standard deviation of 0.78406. This suggests that Toko Marannu is generally ready to implement environmental policies.

- 1) The "Use of alternative bags (environmentally friendly)" indicator has a minimum value of 14.00 and a maximum value of 19.00, with a mean of 17.1750 and a standard deviation of 1.10680. The high mean indicates that customers have a good readiness to use environmentally friendly bags.
- 2) The "Provision of boxes/cardboard for packaging customer purchases" indicator has a minimum value of 17.00 and a maximum value of 24.00, with a mean of 20.8250 and a standard deviation of 1.15220. This suggests that Toko Marannu is willing to use environmentally friendly products for packaging.
- 3) The "Setting Targets and Achievements" indicator has a minimum value of 15.00 and a maximum value of 25.00, with a mean of 20.8900 and a standard deviation of 2.33504. The high mean suggests that students are quite good at setting targets and achieving them related to investments.
- 4) The "Increase in sales after implementing environmental policy" indicator has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 12.5750 and a standard deviation of 0.93060. This suggests that there is an increase in sales after implementing environmental policy.
- 5) The "Number of visitors" indicator has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 12.8000 and a standard deviation of 1.120256. This suggests that there is an increase in the number of visitors after implementing environmental policy.
- 6) The "Profit" indicator has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 12.4000 and a standard deviation of 1.05733. This suggests that there is an increase in profit after implementing environmental policy.
- 7) The "Customer Satisfaction Level" indicator has a minimum value of 10.00 and a maximum value of 15.00, with a mean of 12.6000 and a standard deviation of 0.98189. This suggests that customers remain satisfied after implementing environmental policy.
- 8) The "Consistency in implementing environmental policy" indicator has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 12.6750 and a standard deviation of 1.07148. This suggests that Toko Marannu remains consistent in implementing environmental policy.
- 9) The "Consumer Perception towards the Store" indicator has a minimum value of 9.00 and a maximum value of 15.00, with a mean of 12.4750 and a standard deviation of 1.19802. This suggests that customers have a positive perception towards Toko Marannu after implementing environmental policy.

Overall, this table provides descriptive information about the average scores and data distribution for each variable studied. This information can serve as the basis for further analysis, such as inferential analysis or qualitative analysis.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

Based on the results of the descriptive analysis of the research on the impact of environmental policy on the growth of the trade industry at Toko Marannu, several main conclusions can be drawn: 1) Environmental Policy Implementation: Toko Marannu has implemented environmental policies well, particularly in the use of environmentally friendly

bags and provision of boxes/cardboard for packaging customer purchases. This is evident from the high average score for the environmental policy indicator (8.2750), 2) Customer Acceptance and Readiness: Customers of Toko Marannu have shown good readiness to use environmentally friendly bags. This is seen in the high average score (17.1750) for the indicator of alternative bag use, 3) Influence on Sales: The implementation of environmental policy has a positive impact on sales growth at Toko Marannu. The average score for the indicator of sales increase after implementing environmental policy is 12.5750, indicating a significant increase, 4) Number of Visitors and Profit: The implementation of environmental policy also has a positive impact on the number of visitors and profit at Toko Marannu. The average scores for the indicators of number of visitors (12.8000) and profit (12.4000) show an increase after implementing environmental policy, 5) Customer Satisfaction: Customer satisfaction remains high after implementing environmental policy. The indicator of customer satisfaction has an average score of 12.6000, indicating that customers remain satisfied with the services and policies implemented by Toko Marannu, 6) Consistency in Implementing Environmental Policy: Toko Marannu is consistent in implementing environmental policy. This is evidenced by the average score of 12.6750 for the indicator of consistency in implementing environmental policy, 7) Consumer Perception towards the Store: Consumer perception towards Toko Marannu remains positive after implementing environmental policy. The indicator of consumer perception towards the store has an average score of 12.4750, indicating a positive view of consumers towards the store.

b. Suggestion

Overall, this research shows that the environmental policies implemented by Toko Marannu have not only had a positive impact on the environment, but also support the growth of the trade industry by increasing sales, number of visitors, profit, and customer satisfaction. This research can serve as a reference for other shopping center managers in developing operational strategies that are more environmentally friendly and efficient.

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