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Determination of Selling Prices for Small and Medium Enterprises Gendhis Apple Agroindustry in Bumiaji District, Batu City

Syafira Athaya Sitania[1], Hendrik Suhendri [2], and Sri Indah [3]
** Correspondence Author: syafiraathaya129@gmail.com*
[1,2,3] Accounting, Faculty of Economics, University of Tribhuwana Tunggadewi, Malang, Indonesia

INDEXING

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ABSTRACT

This study aims to analyze the selling price determination strategy at the Gendhis Agroindustry Apple Small and Medium Enterprises (SMEs) located in Bumiaji District, Batu City, with a focus on the application of the Mark-Up Pricing method in calculating product selling prices. Methods: The method used in this study is a quantitative method with a markup pricing approach. Researchers collect data through interviews, observations, and documentation that includes the cost of raw materials, labor, and factory overhead involved in production. The data obtained is used to calculate the selling price of the product using the Mark-Up Pricing method. The study's results indicate that SME Gendhis Agroindustry Apple currently sets the selling price based on a rough estimate without detailed calculations. This causes a significant difference between the market price and the price calculated using the Mark-Up Pricing method. With a 40% mark-up, the selling price of apple milk pie products is IDR 3,072 per piece and apple brownie chips are IDR 4,276 per piece. Although this method is simple and effective in covering production costs and profit margins, this method does not take into account external factors such as consumer purchasing power and the level of market competition, The conclusion of this study shows that the application of the Mark-Up Pricing method is effective in covering production costs and profit margins. However, the lack of detailed calculations and external factors such as consumer purchasing power and market competition need to be considered. It is recommended that SMEs record production costs in detail and conduct market analysis to adjust selling prices to consumer purchasing power and market conditions.

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INTRODUCTION

The creative industry in Indonesia has undergone a remarkable evolution, acting as a dynamic contributor to economic development and cultural enrichment. Small and medium enterprises (SMEs) play a vital role in shaping this dynamic industrial landscape, driving innovation, and driving economic growth (Margono, 2024; Dahlan *et al*, 2023; Dellyana *et al*., 2023; Analia *et al*., 2020; Kii *et al*., 2023).

According to Saputra and Darmawan (2023), micro, small and medium enterprises (MSMEs) play a very large role in advancing the Indonesian economy. In addition to being an alternative for new jobs, MSMEs also play a role in driving the rate of economic growth in Indonesia. Currently, MSMEs have contributed greatly to regional and state revenues in Indonesia. MSMEs are a form of small business whose founders are based on someone's initiative so that they can reduce the unemployment rate in Indonesia. (Suhendri, *et.al*, 2017 ; Prasetyo, 2021 ; Sunoko *et al* , 2021 ; Rinaldi *et al.*, 2022).

Every business including SMEs has the same goal, which is to gain profit. According to the Zhou (2016), Cakranegara *et al* (2022), Hardilawati *et al* (2023), and also Jaya *et al* (2024) examined that optimizing profit is also a target achievement of SMEs for the business activities they run. If a business grows rapidly, the market competition will be tighter, which makes every business actor have to earn a greater income efficiently in running their business activities so that the products produced are of good quality and have good selling power in the market. On the other hand, the quality of a good product is certainly very necessary to determine the right price to survive. To set the right price, of course, a business unit can apply the right calculations for its products.

In this case, SMEs are often less able to evaluate their products accurately, this is due to the lack of capacity in terms of management, especially when implementing and calculating the production costs of manufactured products. The inability to determine the cost of goods sold of a manufactured product will affect its selling price too low or too high. This is what happens in the end can affect the size of the expected profit as much as the benefits are finally obtained (Valente *et al,* 2020 ; Toubes *et al* , 2021 ; Ofori-Amanfo *et al,* 2022 ; Hasibuan *et al*, 2023).

Moshchenko *et al* (2018) stated that cost classification consists of fixed costs, variable costs, and semi-variable costs. Fixed costs are costs that do not change in total in business activities that decrease or increase, these costs remain within the normal capacity limit (relevant range) (Dyakova, 2020). Total fixed costs do not change but fixed costs per unit change, the greater the output produced the smaller the fixed costs per unit (House *et al*, 2004). Variable costs are costs whose total changes proportionally with the increase/decrease in business activity. Total variable costs change but variable costs per unit remain within the normal capacity range (Du, 2024). In conditions of activity levels above the relevant range, it is necessary to recalculate the variable cost rate or variable cost per unit. Semi-variable costs are costs that have elements of fixed and variable costs, such as electricity costs (the subscription is a fixed cost, and usage per kWh is a variable cost, as well as researched by Asghar *et al* (2019) and Fulton *et al* (2020). In conducting the analysis, these semi-variable costs must be separated into fixed and variable components.

Pricing is an important aspect of marketing strategy and business management. Pricing not only serves as the exchange value of a product or service but also influences consumer perceptions of the quality and competitiveness of the product in the market (Cakranegara *et al*, 2022 ; Herawaty *et al,* 2022). In an increasingly competitive business environment, a company's ability to set the right price is a determining factor in achieving business success. Pricing too high can reduce the appeal of a product, while pricing too low has the potential to reduce profit margins and even damage the product's image. Actually, this research aims to analyze the selling price determination strategy at the Gendhis Agroindustry Apple Small and Medium Enterprises (SMEs), with a focus on the application of the Mark-Up Pricing method in calculating product selling prices.

LITERATURE REVIEW

Selling Price

Kotler and Keller (2016) stated that the selling price is the sum of money requested by the seller for a product or service, which can be influenced by the value perceived by consumers. According to Nugroho (2020), the selling price not only covers production costs but also takes market demand into account. Products with elastic demand require a more responsive pricing strategy to prevent a decline in sales. The selling price represents the value or amount of money that consumers must pay to acquire a product or service. It reflects the benefits consumers receive. Consumers are willing to pay a high price for a product if they

perceive high satisfaction that meets their expectations. Conversely, if the satisfaction level of a product is low, they will be unwilling to pay or purchase the product at a high price.

Production Costs

According to Mulyadi (2014), production costs encompass all expenses incurred to manufacture goods or services, including both fixed and variable costs. A thorough understanding of production costs is essential for pricing and financial planning.

Types of costs at the production level:

a) Fixed Cost
   These are costs that remain unchanged regardless of the production level or sales revenue.

b) Variable Cost
   These costs fluctuate directly with the production rate. They are termed variable because the total cost changes based on the number of units produced.

c) Total Cost
   This represents the sum of fixed and variable costs for a specific level of production.

d) Average Cost
   Also referred to as unit cost at a particular production level, the average cost is determined by dividing the total cost by the total number of units produced.

Cost Of Production

According to Mulyadi (2014), the cost of production represents the total expenses required to manufacture a product, encompassing raw material costs, direct labor costs, and factory overhead costs. The cost of production is crucial in determining the selling price and the company's profitability.

The objectives of determining the cost of production are:

a) To establish the inventory value of finished goods and factory overhead costs as recorded in the balance sheet and income statement at the end of the accounting period.

b) To serve as a cost control tool by comparing actual costs with the planned costs. This allows for necessary corrective actions, enabling the measurement of production process efficiency.

c) To determine the selling price of finished goods and calculate the profit the company will earn from selling the goods.

d) To serve as a basis for deciding production strategies and operations within the company.

In calculating the cost of production, the author applies the mark-up pricing method on a monthly basis, as follows:

$$\textit{Cost of Production} = \textit{Total Production Cost} \div \textit{Total Production per Month}$$

RESEARCH METHOD

This research method uses a quantitative approach with a descriptive design that aims to analyze the selling price determination strategy at UKM Gendhis Agroindustry Apple. This research was conducted at UKM Gendhis Agroindustry Apple, Bumiaji District, Batu City, in the period 15-30 November 2024. Data collection techniques used include interviews, observations, and documentation. Interviews were conducted to obtain direct information from management regarding the selling price policy, observations were used to observe the pricing process at the location, while documentation collected data from financial reports and price policy records. The variables measured in this study include selling price, standard mark-up pricing, and production costs consisting of raw material costs, labor, and factory overhead. To analyze the data, the author used a quantitative descriptive analysis method with a mark-up pricing approach, where the selling price is calculated by adding a certain percentage of production costs including raw materials, direct labor, and factory overhead costs, so that a selling price is obtained that is by the desired profit goal.

RESULT AND DISCUSSION

RESULT

Influence of Market Conditions

Based on data and information obtained from the field, it states that market conditions do not affect the determination of selling prices at the Gendhis Agroindustry Apple SME because the determination of selling prices depends on the price of raw materials.

Competitor Price Analysis

Competitor price analysis is very important in determining the selling price because it helps SMEs determine the position of their products in the market. Based on the results of the study, SME Gendhis Agroindustry Apple still tends to set prices based on estimates or follow market prices without detailed analysis. This shows that by conducting competitor price analysis, SMEs can set competitive prices in order to compete in the market.

Classification of Costs

1. Direct Raw Material Costs

The direct raw materials used by Gendhis Apple Agroindustry in producing their products are as follows:

a. Direct raw materials for apple milk pie in a production quantity of 14,000 pcs per month (700 pcs/day, 20 production days per month).

Tabel 1. Apple Milk Pie Raw Materials in November 2024

Direct Raw Materials (in units)	Amount of Direct Raw Material Usage per Day	Amount of Direct Raw Material Usage per Month	Unit Price (Rp	Monthly Price (Rp)
Apple	5 kg	100 kg	12.000	1.200.000
Flour	25 kg	500 kg	8.000	4.000.000
Butter	20 kg	400 kg	15.000	6.000.000
Sugar	7,5 kg	150 kg	17.000	2.550.000
Egg	2,5 kg	50 kg	25.000	1.250.000
Sweetened condensed milk	13 cans	260 kg	13.000	3.380.000
Total		18.380.000		

Source: Gendhis Apple Agroindustry

In Table 1. there are direct raw materials for the apple milk pie production process, totaling 6 items. These raw materials are the main ingredients used in the apple milk pie production process. The total costs incurred in the production process for 20 days a month are Rp. 18,380,000 with a total production of 700 pcs / day if multiplied by 20 working days a month, which means that Gendhis Apple Agroindustry produces 14,000 pcs of apple milk pie in a month.

b. Direct raw materials for apple brownie chips in a production quantity of 4,000 pcs in a month (800 pcs/day, 5 production days in a month).

Table 2. Direct Raw Materials for Apple Brownie Chips in November 2024

Direct Raw Materials (in units)	Total Direct Raw Material Usage per Day	Total Direc Raw Material Usage per Month	Unit Price (Rp)	Monthly Price (Rp)
Apple	5 kg	25 kg	12.000	300.000
Flour	30 kg	150 kg	8.000	1.200.000
Cooking Oil	20 liter	100 kg	19.000	1.900.000
Egg	8 kg	40 kg	25.000	1.000.000
Milk powder	1 kg	5 kg	30.000	150.000
Chocolate powde	3 kg	15 kg	160.000	2.400.000
Brown block	6 kg	30 kg	70.000	2.100.000
Total		9.050.000		

Source: Gendhis Apple Agroindustry

Table 2. There are direct raw materials for the apple brownie chips production process, totaling 7 items. These raw materials are the main ingredients used in the production process of apple brownie chips. The total costs incurred in the production process for 5 days a month are Rp. 9,050,000 with a total production of 800 pcs / day if multiplied by 5 working days, which means that Gendhis Apple Agroindustry produces 4,000 pcs in a month.

From the two direct raw material cost tables above, it can be seen that the apple milk pie product has the highest total production cost of Rp. 18,380,000. The production cost required for apple brownie chips is Rp. 9,050,000. Of the two product items, apple milk pie has more production quantities, namely 14,000 pcs. The total amount of production in one period (apple milk pie and apple brownie chips) is 18,000 pcs.

2. Direct Labor Cost

Table 3. Direct Labor Cost of Apple Milk Pie in November 2024

Type of Job	Total Direct Labor (people)	Direct Labor Cost (per day)	Total (20 working days in a month)
Toaster	1	50.000	1.000.000
Baking	10	45.000	9.000.000
Total	**10.000.000**		

Source: Gendhis Apple Agroindustry

Table 4. Direct Labor Cost of Apple Brownie Chips in November 2024

Type of Job	Total Direct Labor (people)	Direct Labor Cost (per day)	Total (20 working days in a month
Toaster	1	50.000	250.000
Baking	10	45.000	2.250.000
Total	**2.500.000**		

Source: Gendhis Apple Agroindustry

The two tables above show the number of employees and total direct labor costs in the production of two product items during November 2024.

3. Factory Overhead Costs

Table 5. Factory Overhead Cost in November 2024

Type of Cost	Amount (Rp)
Total Factory Overhead Cost:	
Electricity Cost	200.000
Water Costs	25.000
Gas Cost	1.500.000
Other costs	1.266.500
Total Variable Factory Overhead Costs	**2.991.500**

Source: Gendhis Apple Agroindustry

Table 5. shows the total variable factory overhead costs at Gendhis Agroindustry Apple SMEs during November 2024 which amounted to Rp. 2,991,500. Factory overhead costs are mandatory costs or expenses outside of direct raw material costs and direct labor costs that must be incurred by Gendhis Agroindustry Apple SMEs every month. These costs consist of electricity, water, gas, and other miscellaneous costs.

The factory overhead costs of each product item can be grouped by multiplying the total production of each product item by the total factory overhead costs and then dividing by the total production in a month.

a) Apple Milk Pie Factory Overhead Cost

$$\frac{14.000}{18.000} \times 2.991.500 = 2.326.722$$

b) Factory Overhead Cost of Apple Brownie Chips

$$\frac{4.000}{18.000} \times 2.991.500 = 664.778$$

DISCUSSION

After obtaining data and information from the field, the cost of production is a simple calculation consisting of raw material costs, direct labor costs, and factory overhead costs. UKM Gendhis Apple Agroindustrymust incur these three costs in November 2024.

Determining the selling price using the *Mark-Up Pricing* method by the mark up that has been set by UKM Gendhis Agroindustri Apel, which is 40%. In the process of data processing, the determination of selling prices at Gendhis Agroindustry Apple SMEs is presented in each product item studied as follows:

1. Selling Price of Apple Milk Pie with *Mark-Up Pricing* Method

Table 6. Total Production Cost of Apple Milk Pie in November 2024

Direct Raw Material Cost	
Apple Milk Pie	18.380.000
Direct Labor Costs	10.000.000
Factory Overhead Costs	2.326.722
Total Production Cost	**30.706.722**

Source: Gendhis Apple Agroindustry

Table 6. shows that the total production cost of apple milk pie in November 2024 is Rp. 30,706,722 with a production quantity of 14,000 pcs. So to determine the cost of goods produced, the total production cost is divided by the total production for a month.

Cost of Goods Manufactured = Total production cost: Monthly Production
= Rp. 30,706,722 : 14,000 pcs
= Rp. 2,194/pcs

The mark-up set to obtain the desired profit is 40%. To determine the selling price, the cost of production is multiplied by one plus the predetermined mark-up percentage. Mark-up is a simple method that has more advantages ranging from simple calculations to detailed calculations, and also makes it easier to manage a business. There will be no loss or error by using mark up, mark up itself aims to cover indirect costs and profit and loss. The calculation with the *mark-up pricing* method is described as follows:

Product Selling Price = Cost of Goods Manufactured x (1 + Mark Up Percentage)
= Rp. 2,194 x (1 + 40%)
= Rp. 2,194 x 1.4
= Rp 3,072/pcs

To determine the selling price, the cost of production is multiplied by one plus the predetermined mark-up percentage. Based on the cost of production that has been obtained of Rp. 2,194 / pcs, it is multiplied by 1 + 40% mark-up that has been set by UKM Gendhis Apple Agroindustry. The result of the mark-up is a selling price of Rp. 3,072 / pcs. The results of setting the selling price using the mark-up pricing method are to the theory from Tjiptono in 2015. The total amount of gross profit in one sale/package by reducing the selling price by the cost of production, namely, Rp. 3,072 minus Rp. 2,194 amounting to Rp. 878 / pcs.

2. Selling Price of Apple Brownie Chips with *Mark-Up Pricing* Method

Table 7. Total Production Cost of Apple Brownie Chips in November 2024

Direct Raw Material Cost	
Apple Brownie Chips	9.050.000
Direct Labor Costs	2.500.000
Factory Overhead Costs	664.778
Total Production Cost	**12.214.778**

Source: Gendhis Apple Agroindustry

Table 7. shows that the total production cost of apple brownie chips during November 2024 is Rp. 12,214,778 with a production quantity of 4,000 pcs. So to determine the cost of goods produced, the total production cost is divided by the total production for the month.

Cost of Goods Manufactured = Total production cost : Monthly Production
= Rp. 12,214,778 : 4,000 pcs

= Rp. 3,054/pcs

The mark-up set to obtain the desired profit is 40%. To determine the selling price, the cost of production is multiplied by one plus the predetermined mark-up percentage. Mark-up is a simple method that has more advantages ranging from simple calculations to detailed calculations, and also makes it easier to manage a business. There will be no loss or error by using mark up, mark-up itself aims to cover indirect costs and profit and loss. The calculation with the mark-up pricing method is described as follows:

Product Selling Price = Cost of Goods Manufactured x (1 + Mark Up Percentage)
= Rp. 3,054 x (1 + 40%)
= Rp. 3,054 x 1.4
= Rp. 4,276/pcs

To determine the selling price, the cost of production is multiplied by one plus the predetermined mark-up percentage. Based on the cost of production that has been obtained, which is Rp. 3,054 / pcs, it is multiplied by 1 + 40% mark-up which has been set by UKM Gendhis Agroindustri Apel. The result of the mark-up is a selling price of Rp. 4,276 / pcs. The results of setting the selling price using the mark-up pricing method are to the theory from Tjiptono in 2015.

The total amount of gross profit in one sale / pcs by reducing the selling price by the cost of production, namely, Rp. 4,276 minus Rp. 3,054 amounting to Rp. 1,222 / pcs.

In calculating the periodic profit and loss of UKM Gendhis Agroindustri Apel, it is necessary to record the production costs that have been spent previously. After knowing the cost of production, the cost of production will be easier to obtain. With the determination of the cost of goods produced, it can make it easier for UKM Gendhis Agroindustry Apel to determine the amount of expenses that must be incurred so that these costs are allocated properly. Determination of the cost of goods produced is also a reference in calculating the costs that will be used for the next period. The benefits received as a tool in realizing production costs, can calculate profits easily and make it easier to determine the selling price of products.

In this study, the authors obtained data in the field that the selling prices set by Gendhis Agroindustry Apple SMEs are as follows:

a) Apple milk pie Rp. 9,000
b) Apple brownie chips Rp. 13,000

For the prices that the authors obtained in this study using the Mark Up set by UKM Gendhis Agroindustry Apel of 40%, namely as follows:

a) Apple milk pie price Rp. 3,054 / pcs
b) Apple brownie chips price Rp. 4,276 / pcs

From the data obtained by the authors in the field and the results of this study, we can see that the prices set by Gendhis Agroindustry Apple SMEs differ greatly from the results of the research that the authors obtained. This is because the calculation of production costs in Gendhis Agroindustry Apple SMEs has not been calculated in detail, most costs are calculated based on estimates or estimated by the SME itself. In addition, similar products on the market are also a benchmark in pricing at Gendhis Agroindustry Apple SMEs so the selling price set is slightly higher than the selling price calculated by the author based on the mark-up pricing method. The selling price set by the use of the mark-up pricing method is very easy and also profitable for setting the selling price. Likewise, that should be used in SME Gendhis Apple Agroindustry.

3. Comparison of selling price determination using the *Cost Plus Percentage of Cost Pricing method.*

Cost Plus Percentage of Cost Pricing is a pricing method in which the final price of a product is determined by summing up the total costs incurred (cost) and a certain

percentage of these costs as additional profit or margin.

Formula: Selling Price = Production Cost + (Production Cost x Profit Percentage)

In accordance with the above calculations where the production cost of apple milk pie is Rp. 2,194 / pcs and apple brownie chips is Rp. 3,054 / pcs. In this comparison, the authors use the optimal profit percentage of 15% and also the percentage of profit set by UKM Gendhis Apple Agroindustrywhich is 40%.

a. Comparison with 15% percentage

1) Apple Milk Pie

Selling Price= Production Cost + (Production Cost x Profit Percentage)

Selling Price = 2,194 + (2,194 x 15%)

= 2.194 + (2.194 x 0,15)

= 2.194 + 329,1

= 2,523/pcs

2) Apple Brownie Chips

Selling Price= Production Cost + (Production Cost x Profit Percentage)

Selling Price = 3,054 + (3,054 x 15%)

= 3.054 + (3.054 x 0,15)

= 3.054 + 458,1

= 3,512/pcs

b. Comparison with 40% percentage

1) Apple Milk Pie

Selling Price= Production Cost + (Production Cost x Profit Percentage)

Selling Price = 2,194 + (2,194 x 40%)

= 2.194 + (2.194 x 0,4)

= 2.194 + 877,6

= 3,072/pcs

2) Apple Brownie Chips

Selling Price= Production Cost + (Production Cost x Profit Percentage)

Selling Price = 3,054 + (3,054 x 40%)

= 3.054 + (3.054 x 0,4)

= 3.054 + 1.221,6

= 4,276/pcs

In calculating using the mark-up pricing method, the author gets the selling price as follows:

a) Apple milk pie = Rp. 3,072/pcs
b) Apple brownie chips = Rp. 4,276/pcs

The price that the author obtained in comparison using the cost plus percentage of cost princing method with a percentage of 15% and 40% resulted in the following selling price:

Apple Milk Pie:

a) Apple milk pie price with 15% percentage = Rp. 2,523/pcs
b) Apple milk pie price with 40% percentage = Rp. 3,072/pcs

Apple Brownie Chips:

a) Price of brownie chips with 15% percentage = 3,512/pcs
b) Price of brownie chips with 40% percentage = 4,276/pcs

From the comparison using the *Cost Plus Percentage of Cost Pricing* method above with a percentage of 15% and 40%, it can be seen that the calculation using a percentage of 15% results in a lower selling price than the selling price calculated using the mark-up pricing method with a percentage set by the factory, which is 40%. Meanwhile, the results of calculations using a percentage of 40% produce the

same selling price as the selling price calculated using the mark-up pricing method with a percentage of 40%.

CONCLUSION

Based on the research conducted, it can be concluded that the determination of the selling price at UKM Gendhis Agroindustry Apel is strongly influenced by the accuracy of the calculation of production costs. Calculations involving direct raw material costs, direct labor, and factory overhead need to be done in detail to produce an optimal selling price. Currently, Gendhis SMEs still tend to use estimates or market prices in setting selling prices, so the results often do not match theoretical calculations. The Mark-Up Pricing method applied by SMEs with a profit margin of 40% is proven to be simple and effective for determining selling prices, but this method pays less attention to external factors such as consumer purchasing power and market competition. Meanwhile, the Cost Plus Percentage of Cost Pricing method offers flexibility in adjusting prices based on the desired profit margin, but the results still show that a high-profit percentage, such as 40%, results in prices that are comparable to the mark-up pricing method.

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