Ad-Deenar: Jurnal Ekonomi dan Bisnis Islam, VOL: 10/No: 01 2026 **P-ISSN: 2356-1866**
DOI: 10.30868/ad.v10i01.9734 **E-ISSN: 2614-8838**

Date Received	**:**	**January 2026**
Date Revised	**:**	**March 2026**
Date Accepted	**:**	**March 2026**
Date Published	**:**	**March 2026**

FLUCTUATIONS IN THE PRICE OF RESIN AND QUALITY ON THE INCOME LEVEL OF FARMERS DAMAR KRUI WEST COAST DISTRICT: PERSPECTIVE SHARIA BUSINESS MANAGEMENT

Dani Ramdani
State Islamic University Of Raden Intan Lampung & Indonesia (daniramdani3002@gmail.com)

Madnasir
State Islamic University Of Raden Intan Lampung & Indonesia (madnasir@radenintan.ac.id)

Dimas Pratomo
State Islamic University Of Raden Intan Lampung & Indonesia (dimaspratomo@radenintan.ac.id)

Kata Kunci:
fluktuasi harga; kualitas; pendapatan petani; ekonomi islam;

ABSTRACT

Penelitian ini bertujuan untuk menganalisis pengaruh fluktuasi harga damar dan kualitas damar terhadap tingkat pendapatan petani damar di Kecamatan Krui, Kabupaten Pesisir Barat. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei melalui penyebaran kuesioner kepada petani yang memenuhi kriteria sebagai responden. Analisis data dilakukan menggunakan metode Partial Least Square (PLS) untuk mengetahui besarnya kontribusi masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa fluktuasi harga berpengaruh positif dan signifikan terhadap pendapatan petani, yang berarti dinamika harga pasar baik kenaikan maupun penurunan memberikan dampak langsung terhadap jumlah penerimaan yang diperoleh petani damar. Selain itu, kualitas damar juga terbukti berpengaruh positif dan signifikan terhadap pendapatan, menandakan bahwa semakin tinggi mutu getah damar yang dihasilkan, semakin besar pula nilai jual serta daya saing komoditas tersebut. Sementara dalam perspektif manajemen bisnis syariah, praktik jual beli damar selama dilakukan secara adil, transparan, serta bebas dari unsur gharar, termasuk dalam aktivitas muamalah yang diperbolehkan dan membawa nilai keberkahan bagi pelakunya.

Keywords:

Price Fluctuation; Quality; Farmers' Income; Damar Krui; Islamic Economics; Muamalah; Market Price

ABSTRACTS

This study aims to analyze the influence of damar price fluctuations and damar quality on the income level of damar farmers in Krui District, Pesisir Barat Regency. The research employed a quantitative approach using a survey method, in which questionnaires were distributed to farmers who met the criteria as respondents. Data analysis was conducted using the Partial Least Square (PLS) method to determine the extent to which each independent variable contributes to the dependent variable. The findings indicate that price fluctuations have a positive and significant effect on farmers' income, meaning that market price dynamics both increases and decreases directly affect the earnings received by damar farmers. In addition, damar quality also shows a positive and significant influence on income, demonstrating that higher resin quality increases both the selling value and the competitiveness of the commodity. Meanwhile, from an Islamic economic perspective, the buying and selling of damar, as long as it is carried out fairly, transparently, and free from elements of gharar, is considered a permissible form of muamalah that brings blessings to its practitioners.

A. INTRODUCTION

Cat's eye resin (Shorea javanica) has become a symbol of harmony between man and nature for the people of Krui, West Coast Regency. More than just a superior commodity, repong damar is a testament to local wisdom that has been passed down through generations. This community-based forest management system not only supports the economy of the residents, but also maintains the balance of ecosystems in the West Coast region (Phelan et al., 2020).

Head of Uptd Forest Management Unit (KPH) Pesbar Regency, Dadang Trianahadi explained that cat's eye resin is one of the Non-Timber Forest Products (HHBK) which has high economic value and great potential to continue to be developed. "Cat's eye resin from Krui is widely known to the international market. Production is stable and becomes one of the main sources of livelihood of the people around the forest," he said. He explained, based on UPTD KPH data,the area of repong damar in Pesbar Regency reached 7,833 hectares, spread over five districts, namely the work of 1,170 hectares of land. Then Way Krui 894 hectares, Central Coast 1,747 hectares, South Krui 802 hectares, and South Coast 3,219 hectares. Resin production from year to year also shows a positive trend. Recorded in 2022 was recorded at 4,105 tons, rose to 4,311 tons in 2023, and increased again to 4,529 tons in 2024.(Raya, Reporter, et al., 2025)

The selling price of cat's eye resin at the farm level in West Pesisir Regency began to show an upward trend. This increase was recorded by the Department of Agriculture and Food Security (DKPP) and is expected to continue as market conditions and farmers ' production decline. currently, the price of resin at the farm level has increased gradually, although not significantly. Nevertheless, this upward trend is considered quite positive for farmers. previously, the price of resin rubber only ranged from Rp20, 000 to Rp21, 000 per kilogram. Now, the price has risen to Rp24, 000 to Rp25, 000 per kilogram, depending on the quality of the SAP sold. If we compare it with 2024, this is already a very good development. Last year the price of gum resin had plummeted to in the range of Rp9, 000 to Rp10, 000 per kilogram. So, the current increase is certainly welcomed by farmers. It is this imbalance between supply and demand that provokes a rise in prices at the farm level.

This decline in production does occur often, although not every year. Today, farmers crops are not as plentiful as before, and the impact is beginning to be felt. resin SAP sold by farmers is generally still in the form of random, freshly harvested sap and has not gone through the optimal sorting or drying process. The quality selection process will be carried out at the Collector level before being distributed to containers or exported. The quality of export resin is the responsibility of collectors. Those who will sort and process the sap in accordance with applicable export quality standards.(Raya, Artikel, et al., 2025)

The theory used in the research is Price Determination, in the economic world philosophers often discuss the determination of market prices where it occurs the existence of a transaction between a seller and a buyer and there occurs the determination of the value of a price and agreed by both. Price Determination Theory is an essential foundation in analyzing this study because it directly serves as a framework for understanding the price fluctuations of resin in the West Coast District. In conventional economics, this theory explains that prices are formed through the dynamic interaction between supply and demand, taking into account the cost of production and the prevailing market structure (Inoua & Smith, 2022). This study specifically relates how price fluctuations are affected by the quality of resin where superior quality would ideally attract a higher price. This understanding is crucial because the final impact of the price formed multiplied by the quantity sold will directly determine the level of income of farmers, so this theory becomes the main measuring tool for assessing the economic performance of farmers. Furthermore, the use of this theory is enriched through the lens of Sharia Business Management, which not only looks at aspects of market efficiency, but also examines whether the damar pricing mechanism has met Islamic principles of justice, such as avoiding the practices of ghabn (cheating) and ihtikār (hoarding), making it a dual Foundation economic and ethical-for the entire analysis (Abdurrahman et al., 2024).

Supported by previous research entitled The effect of rice price fluctuations on farmers 'income levels (case study in Barebbo District), the results of this study prove that there is a significant influence of rice price fluctuations on farmers' income in Barebbo District, Bone Regency (Ramadani et al., 2025), and the study entitled analysis of the effect of Product Quality, Cost and distribution on the income of Porang yam farmers in Kuifana Village, Abad Selatan district, Alor Regency, the results showed that partially variables consisting of product quality, cost and distribution had a significant effect on the income of porang yam farmers (Maruli et al., 2024). furthermore, with the title of research on the effect of price fluctuations, product quality and weather on the income of rubber farmers in muara kulam village, the results showed fluctuations in price, product quality and weather have a positive and significant effect partially on the income of rubber farmers. Simultaneous fluctuations in price, product quality and weather have a positive effect and significance on the income of rubber farmers (Nurjanah et al., 2023).

Although research on the income of damar farmers in West Pesisir Regency has been conducted, most of the previous studies tend to focus on technical aspects of cultivation or macroeconomic analysis in general. There is a literature gap that specifically integrates price fluctuation variables and product quality standards in one Sharia business management analysis framework. Existing research has not explored

how the risk mitigation mechanism of price uncertainty and quality standardization is implemented in accordance with the principles of Justice (adl) and transparency (tamyiz) in order to ensure sustainable economic welfare for Krui farmers. Therefore, this study comes to close the gap by evaluating the extent to which the management of price fluctuations and the quality of resin not only has an impact on nominal income figures, but also meets the values of Islamic Business Ethics in minimizing practices that harm one party at the farm level.

This study aims to identify and analyze in depth the influence of price fluctuations and product quality on the income level of farmers damar mata kucing in Krui, West Coast District, and evaluate the phenomenon through the lens of Sharia business management. Specifically, this study seeks to dissect the extent to which market price dynamics and prevailing quality standards contribute to the economic well-being of farmers, while validating whether the practice of pricing and Quality Management in the field has been aligned with the principles of fairness, transparency, and benefit that are the main pillars of Islamic Business Ethics.

B. METHOD

The approach used in this study is descriptive quantitative, which is a method that focuses on data in the form of numbers and statistical analysis to test hypotheses, draw conclusions, and identify the relationship between the variables studied. Based on the existing literature, quantitative research is considered a systematic and objective scientific method, which aims to collect measurable data (Sugiyono, 2022). This process involves the use of statistical analysis to draw conclusions based on the collected data. Therefore, quantitative research makes use of scientific techniques in generating numerical data, performing statistical analysis, and formulating conclusions based on the results obtained. This method is based on the philosophy of positivism and is designed to study objects in a natural context, in contrast to the experimental approach.

This study used the technique of total sampling (census), where all members of the population amounting to 91 resin farmers in Krui, West Coast Regency, served as respondents to the study in order to obtain a comprehensive and accurate picture of the data. The decision to involve the entire population is in line with the role of researchers as the main instrument in data collection, which deliberately determines the criteria of subjects through purposive sampling techniques so that the information obtained truly represents the specific characteristics of resin farmers in the region. With a relatively affordable population, the use of this total population minimizes generalization errors and strengthens the validity of research findings related to objective conditions in the field.

Data collection is done through three main techniques. First, observation, that is, direct observation of the object of study, which is then systematically recorded. In this study, observations are realized in the form of questionnaires given to respondents to assess aspects relevant to the variables of the study. Second, the questionnaire, which is a set of written questions used to obtain information from respondents. This study uses a closed questionnaire, so that respondents simply choose the answers that have been provided. This technique facilitates the data collection process and maintains uniformity of answers. Third, documentation,

namely data collection through records, archives, and various supporting documents related to the condition of resin farmers, including production data, institutional records, and other supporting information. Documentation techniques are used to enrich research data as well as strengthen empirical findings.

C. RESULT AND DISCUSSION

Data Description

Table 1. Farmer's Income Per Month

Farmer's Income Per Month	Respondent
< Rp. 1.000.000	32
Rp. 1.000.000-Rp.2.500.000	45
Rp. 2.600.000-Rp.5.000.000	7
> Rp. 5.000.000	7
Number Of Respondents	91

Table 1.1 shows an overview of the income level of resin farmers in Krui District, West Coast Regency. This Data provides an illustration of how the economic condition of farmers in one month, as well as reflecting the variation in welfare based on the results of cultivation and resin sales.

Of the total 91 respondents, the group with an income below Rp1, 000, 000 per month was the largest, namely 32 people. These findings indicate that some farmers are still in the low income category, which is generally influenced by fluctuations in resin prices, the amount of sap produced, and seasonal factors. This group can be categorized as farmers who are vulnerable to changes in market and production conditions.

The income category of Rp1, 000, 000–Rp2, 500, 000 was the second largest group with 45 respondents. This group reflects the majority of farmers who earn a moderate income from tapping resin. Although not yet classified as high, income in this range generally indicates the stability of production and the ability to meet basic household needs.

Furthermore, there were 7 respondents who had an income in the range of Rp2, 600, 000–Rp5, 000, 000. This number is relatively smaller and shows that only a small percentage of farmers are able to achieve better income levels. This group usually has additional supporting factors, such as larger land holdings, better resin quality, or more favorable market access.

The highest income category, which is more than Rp5, 000, 000 per month, also amounted to 7 respondents. Although the number is small, this group illustrates the existence of considerable economic opportunities in resin commodities if farmers have optimal cultivation and marketing strategies. This high income can also be related to experience, the quality of superior resin, and price stability at harvest time.

Overall, this income distribution shows that there is an income gap between damar business actors. The majority of farmers are still at low to middle income levels, so various factors that affect income including price fluctuations and resin quality have an important role to be analyzed further in this study.

Table 2 Price Resin Farmers Resin

Resin Price	Respondent
Rp 15.000,00	2
Rp 17.000,00	3
Rp 19.000,00	2
Rp 20.000,00	3
Rp 21.000,00	22
Rp 22.000,00	17
Rp 23.000,00	27
Rp 24.000,00	15
Number Of Respondents	91

Table 1.2 provides an overview of the variation in the selling price of resin received by farmers in Krui District, West Coast. Based on data from 91 respondents, it can be seen that the price of resin is not single, but fluctuates within a certain range according to the quality of the sap, market demand, and the relationship between farmers and collectors.

The lowest price Group was in the range of Rp15, 000/kg and Rp17, 000/kg, received by 2 respondents and 3 respondents, respectively. Small numbers in this category indicate that only a small percentage of farmers sell resin at low prices, usually due to poor quality of the resin or a weaker bargaining position in the distribution chain.

Furthermore, for the price of Rp19, 000/kg and Rp20, 000/kg, there were 2 and 3 respondents, respectively. Although not too much, this group describes the lower middle price that some farmers still receive, especially when market conditions are weakening or when the quality of production is not optimal.

The largest distribution was in the price group of Rp21, 000/kg, which was 22 respondents, and Rp22, 000/kg, which was 17 respondents. The dominance of prices in this range indicates that most farmers sell resin in a price range that is considered standard or common in the study period. This can describe the relatively stable market conditions as well as the quality of the resin according to local market standards.

The price of Rp23, 000/kg was also accepted by a fairly large number of respondents, namely 27 people, making it the price category with the most respondents. This finding suggests that the price is a point of market equilibrium that is most often accepted by farmers, both because of the good quality of resin and because the market demand is high.

Meanwhile, the highest price recorded was Rp24, 000/kg with 15 respondents. Although not as large as the Price Group in the range of Rp21, 000-23, 000, this number still shows that some farmers are able to obtain higher selling prices, possibly influenced by the quality of clearer SAP, consistent harvest volumes, or more profitable trade relations.

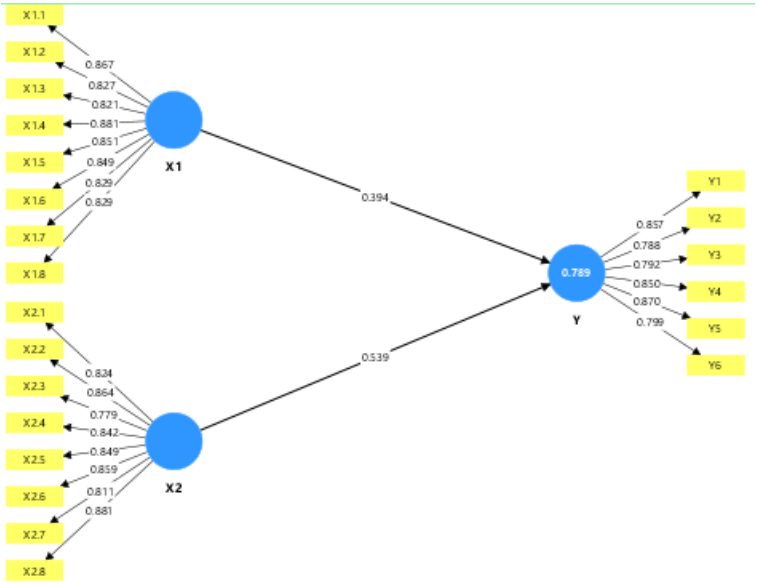
Overall, this data shows that the price of resin received by farmers varies quite widely, with the largest concentration in the range of Rp21, 000–Rp23, 000 per kilogram. This price variation is an important factor affecting farmers ' income, so it is relevant to be further analyzed in research on the effect of price fluctuations on their income.

Research Results

Least Squares Analysis (PLS)

Outer Model

Validity and reliability tests were conducted to test the outer model. Calculation algorithm PLS.



Pictures 1

Sources: SmartPLS 4.0 (2025.

Assessing the Outer Model or Measurement Model

Convergent Validity

Convergent validity of the measurement model with reflective indicators was evaluated based on the correlation between item scores / component scores estimated using PLS software. The individual reflective measure is felt to be high if the correlation is greater than 0.70 with the measured construct.

Table 3. Validity Test Results

X1	X2	Y
0.867	0.824	0.857
0.827	0.864	0.788
0.821	0.779	0.792
0.881	0.842	0.850
0.851	0.849	0.870

0.849	0.859	0.799
0.829	0.811	
0.829	0.881	

Sources: SmartPLS 4.0 (2025)

The results of analysis using SmartPLS can be seen in Table 3. In the table, the value of the outer model or correlation between the construct and the indicator variables that have not sufficient validity converge, with the value of the loading factor below 0.60, will be given the status of invalid. This tells if the indicator is less effective in measuring the variable. Meanwhile, variable indicators with values above 0.60 will be given a valid status, which indicates if the indicator has a strong ability to measure variables.

Evaluating Reliability

Validity and reliability criteria can also be seen from the reliability value for each construct. A construct is considered to have high reliability if its value is up to 0.70. Table 1.3 will show the Composite Reliability values for all variables.

Table 4. Test Results Of Research Instruments Realiability

Variabel	*Cronbach's Alpha*	*Composite Reliability*	*Average Variance Extracted*
X 1	0.943	0.943	0.713
X2	0.940	0.942	0.704
Y	0.907	0.914	0.683

Sources: SmartPLS 4.0 (2025)

Based on Table 4, it can be concluded If all constructs meet the reliability criteria. This can be seen from the composite reliability value of more than 0.70, in accordance with the recommended criteria, so that all constructs are given reliable status.

R-Square Value

Table 5. R-Square Test

	R-square	R-square adjusted
Y	0.789	0.785

The results showed that the farmers ' income variable (Y) has an R-square value of 0.789. This value indicates that fluctuations in resin prices and resin quality can explain 78.9% variation in changes in farmers ' income. In other words, almost half of the changes in farmers ' income in this study were influenced by the two variables contained in the model.

R-square adjusted value of 0.785 shows that after taking into account the number of variables and the number of respondents, the model is still able to explain 78.5% variation in farmers ' income more accurately. The difference between R-square and R-square adjusted is very small, which means that the model used is quite good and does not suffer from overfitting.

Overall, these results indicate that fluctuations in the price and quality of resin have a considerable contribution to affecting the income of Krui resin farmers, although there are still 21% of other factors outside the model that can also affect income, such as land area, number of productive trees, production costs, market access, and other external factors.

Hypothesis Testing

T-test (partially)

The significance of the estimated parameters provides important information about the relationship between variables in the study. To test the hypothesis, the basis used is the value available at the output of the results for the inner weight. Table 6 presents the estimated output for structural model testing.

Table 6. Hypothesis Testing

Hypothesis	Relationship Between Variables	*Original Sample*	*T-Statistik*	*P Values*
H1	X1 -> Y	0.394	4.057	0.000
H2	X2 -> Y	0.539	6.225	0.000

Sources: SmartPLS 4.0 (2025)

The results of the data in this study show that the variable price fluctuations resin has a positive and significant influence on the income of farmers resin. The value of the original sample coefficient of 0.394 with a p-value of 0.000 indicates that changes in the price of resin in the market contribute directly to an increase or decrease in farmers ' income. That is, when the price of resin has increased or is in a stable condition, farmers ' income will increase. Conversely, when there is a decline in prices, farmers ' incomes are affected. Significance value smaller than 0.05 confirms that the relationship is statistically significant.

Resin quality variable shows the coefficient value of the Original Sample of 0.539 with a p-value of 0.000, which means that this variable has a positive influence and is very significant on the income of farmers. The coefficient value is greater than the price fluctuations indicate that the quality of resin is a factor that has the strongest contribution in determining the amount of farmers ' income. The better the quality of the resin produced. both in terms of color, cleanliness, and texture, the higher the selling value in the market, so that farmers ' income increases. A very small p-value indicates that this relationship is very significant in the research model.

Overall, the results of the data show that both independent variables have a positive and significant effect on the income of damar farmers in West Pesisir Regency. However, the quality of resin has a more dominant influence than price fluctuations. This finding gives an idea that efforts to increase income can be done through improving production quality, in addition to the need for more stable price conditions at the farm level.

DISCUSSION

1. The effect of price fluctuations on the income of farmers resin

The results of data processing showed that price fluctuations have a positive and significant effect on farmers ' income, with the original sample value of 0.394, t-statistic value of 4.057, and p-values of 0.000. This finding confirms that changes in resin prices that occur at the market level have direct implications for farmers ' acceptance. When prices rise, farmers ' incomes increase, while when prices fall, incomes weaken. This condition shows that the income structure of farmers is very vulnerable to market dynamics.

This result aligns with pricing theory, which explains that commodity prices are formed through the interaction of demand and supply. In forest products commodities such as resin, the increasing demand of the resin industry and limited local supply caused prices to move up, so that farmers incomes were also boosted (Yussuf et al., 2023). This theory reinforces the finding that farmers ' incomes depend not only on the volume of production, but primarily on prevailing market prices.

The findings are consistent with the (Rosana et al., 2020) which found that fluctuations in rubber prices have a direct effect on farmers ' income due to the dependence of income on market prices. (Anam & Saifi, 2025) research on coffee commodities also shows that changes in market prices, especially those influenced by export demand, have a significant impact on farmers ' receipts. These results confirm that the dynamics of resin prices in Krui is an important factor in the formation of farmers ' income.

2. Effect of resin quality on farmers ' income

The results showed that the quality of resin has a positive and significant effect on revenue, with the original sample value of 0.539, t-statistic value of 6.225, and p-values of 0.000. A higher coefficient compared to the price fluctuation variable indicates that quality is a factor that has a greater power of influence. The better the quality of resin, including clarity, hardness, and lack of dirt mixture, the higher the selling price received by farmers. This creates a price premium that directly impacts revenue.

In the perspective of pricing theory, quality attributes are one of the components that cause price differences in the same commodity. In cat's eye resin, the industrial market highly values quality because the commodity is used for high-value products such as cosmetics and resin industries (Affandi et al., 2025). Therefore, products with superior quality obtain higher prices so as to increase the income of farmers.

This finding is supported by (Nabilah et al., 2024) research on cocoa commodities which shows that the quality of beans is the main factor that determines the selling price, so farmers with better harvest quality earn higher incomes. (Ni'maturrakhmat et al., 2025) research on robusta coffee also shows that physical quality and low water content can increase selling value. In addition, (Halawa, 2020) on palm oil commodities found that the quality of the SAP largely determines the price, so that farmers income is greater when the product is at a high quality standard. The three studies support the conclusion that the quality of resin in Krui is an important determinant of farmers ' income.

3. The effect of price and quality fluctuations on the income of Damar Krui farmers in the perspective of Sharia Business Management

Fluctuations in resin prices and crop quality are strategic variables that directly affect the income performance of resin farmers in Krui, West Coast Regency. In the perspective of Sharia business management, the condition is understood as part of the dynamics of business management that requires planning, control, and decision-making based on Sharia values. Research findings show that price changes at the market level have a significant impact on the stability of farmers income. When the price of resin increases, farmers have more space to manage business capital, meet production needs, and maintain the sustainability of family businesses (Sari et al., 2024). Conversely, when prices decline, the weak bargaining position of farmers in the distribution chain shows limitations in marketing management and price negotiation, so that income becomes unstable.

In addition to the price aspect, the quality of the resin produced plays an important role in determining the selling value of the product (Delgado-Rodriguez et al., 2025). In the framework of Sharia business management, quality is seen as part of a strategy to increase business competitiveness. Farmers who are able to keep the SAP clean, minimize dirt levels, and produce resin with uniform color and size tend to get better prices in the market. This condition shows that quality control is not only a matter of technical production, but also a managerial instrument that contributes directly to increasing revenue. Thus, quality becomes a business asset that strengthens the position of farmers in the face of market price fluctuations.

Sharia business management emphasizes that all business activities must be managed based on the principles of trust, honesty, fairness, and professionalism (Erwan Iskandar & Eman Sulaiman, 2024). In the context of damar's business, maintaining product quality is a form of business actor's responsibility towards consumers as well as a form of implementing ihsan values in work. On the other hand, fair and transparent pricing by traders or collectors reflects Sharia business practices that avoid exploitation and inequality (Syakir & Nisa, 2025). The relationship between farmers and business partners should be built on the basis of mutually beneficial partnerships, not one-sided relationships that weaken one party.

This ethical foundation is affirmed in QS. Ash-Shu'ara ' [26]: 181-183:

﴿ اَوۡفُوا الۡكَيۡلَ وَلَا تَكُوۡنُوۡا مِنَ الۡمُخۡسِرِيۡنَ ۚ وَزِنُوۡا بِالۡقِسۡطَاسِ الۡمُسۡتَقِيۡمِ ۚ وَلَا تَبۡخَسُوا النَّاسَ اَشۡيَآءَهُمۡ وَلَا تَعۡثَوۡا فِى الۡاَرۡضِ مُفۡسِدِيۡنَ ۚ ﴾

It means: "*perfect the measure and do not belong to those who harm; give the scales correctly; and do not make mischief on Earth*."

The paragraph contains managerial principles relevant to Sharia business, especially related to quality standards and price fairness in business activities. In the management of resin business, this paragraph requires farmers to produce products according to decent quality with acceptable value, and directs traders to implement pricing policies that do not harm farmers. In other words, Quality Control and fair pricing are part of Sharia business governance that is oriented towards blessing and business sustainability.

Thus, the influence of price and quality fluctuations on the income of damar farmers not only reflects market dynamics, but also shows the importance of implementing Sharia business management in a comprehensive manner. When businesses are managed professionally, quality is maintained as a mandate, and business relationships are conducted fairly and transparently, the resin trade has the potential to develop sustainably. This approach not only increases farmers ' income, but also builds a business system that is healthy, ethical, and aligned with Sharia values in modern management practices.

D. CONCLUSION

The results showed that fluctuations in price and quality of resin both have a significant effect on the income of farmers resin Krui. Price changes in the market give a significant impetus to the increase or decrease in income, so the income of farmers is very sensitive to market dynamics. However, the quality of the resin turned out to be a greater contribution than the price change alone. The better the quality of resin produced, the higher the sales value received by farmers. This illustrates that quality improvement is a more stable and sustainable strategy for farmers than relying solely on price fluctuations. Overall, both variables are able to explain most of the variation in farmers ' income, although there are still other factors that influence such as land area, tapping process, production costs, and access to markets. From the perspective of Islamic economics, this finding confirms the importance of honesty in maintaining the quality of goods, fairness in pricing, and avoiding practices that harm one party.

In the perspective of Sharia business management, the results of this study reaffirm the importance of applying the principle of fairness in business management, trust in maintaining product quality, and transaction transparency that is able to minimize the element of uncertainty (gharar). Strengthening the quality of resin reflects the implementation of amanah values that must be carried out in production management, where every business actor is obliged to present products with the best quality standards as a form of Professional Responsibility to consumers and business partners. Meanwhile, the need for price stability and transparent market mechanisms in line with the principles of fairness in Sharia business governance, so that the pricing process does not cause inequality and does not harm certain parties, especially farmers as the main producers who are often in the weakest bargaining position in the business value chain.

For further research, it is recommended that researchers expand the scope of variables by including other external factors such as land area, production costs, market access, and institutional effectiveness of farmers, considering that there are still unexplained variations in income in this model.

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