



## Identification of the Impact Resulting from the Scarcity of Cooking Oil and the Fluctuations of People's Purchasing Power on the Products Produced by the Food Industry in the City of Makassar

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### ABSTRACT

The purpose of this study is to identify the impact produced from the scarcity of cooking oil and community purchasing power fluctuations on the products produced by the food industry in Makassar City. For this reason, this study uses a quantitative approach, and sampling in this study uses purposive sampling techniques that is a sample determination technique based on the consideration of researchers regarding which samples are most suitable, useful and are considered to represent a population. This variable, can be measured using an instrument, so that the amount of data can be analyzed using statistical procedures

## INTRODUCTION

Cooking oil is one of the nine staples consumed by almost everyone in Indonesia, including in urban and rural areas. Cooking oil is a necessity, because its scarcity can have a negative impact on the economy (Dewa et. Al, 2018). Staples are most often processed with cooking oil because cooking oil is a good strength guide, offering a pleasant taste and crispy surface, frame food, and adds solid benefits. (Fakhri et.al, 2022)

The available cooking oil prices increased sharply towards the end of 2021, making it difficult for people to buy goods that have become daily necessities. Along with the increase in costs, there will be a shortage of cooking oil in the market in mid -2022, both in the customary business sector and currently (Dewi Suma, 2020). Apart from the fact that we overall realize that Indonesia is the largest palm oil silo and the largest crude palm oil (CPO) maker on the planet, the events that occurred indirectly reprimanded public authority because of neglect to filter and supervise cooking. Oil hoarders, therefore, the Ministry of Trade must intervene by issuing Minister of Trade Regulation No. 6 of 2022 which limits oil prices, such as bulk cooking oil of Rp. 11,500 per liter, packaged cooking oil Rp. 13,500 per liter, and a premium cooking oil package for Rp. 14,000 per liter.

## LITERATURE REVIEW

Lack of cooking oil occurred in various districts in Indonesia after the price dropped, including Makassar. There are also claims of food mafia that dispose of cooking oil. Individual interests are exacerbated by the scarcity of affordable cooking oil. Likewise, scarcity makes the cost of cooking oil soared. After the use of one fee of Rp. 14 thousand per liter, many families in Makassar City have difficulty buying cooking oil supplies. Because the extraordinary public interest in buying cooking oil, almost all the latest retail outlets in the city of Makassar are inaccessible. Some environmental residents have seen and cursory that when a lot of cooking oil appears, some buyers quickly pursue and soon become a struggle, even though they are still in the cardboard box. This is also felt by the entrepreneurs/food traders, because cooking oil is one of the important needs of the city organization and is entrusted to food vendors. In family use, cooking oil is a variable that should not be ignored. At the time of Pandemi, only one of the main drivers of financial progress is the use of the public. Public organizations must immediately overcome the lack of cooking oil which is still a problem at this time with the aim that single productivity is maintained.

Based on what is explained above, the authors are interested in studying and discussing "Identification of the Impacts produced from the scarcity of cooking oil needs and the fluctuations of people's purchasing power on the products produced by the food industry in Makassar".

**METHODOLOGY**

The exploration strategy used in this study is a quantitative checking technique. Quantitative exploration techniques are examination strategies whose investigations are underlined in mathematical information (numbers) which are then handled with measurable strategies. The results obtained are the meaning of collecting contrast or meaning of the relationship between the factors examined.

The population in this study is the overall population that uses cooking oil in Makassar City. The population of individuals who use cooking oil is not determined and calculated, so the expert divides into 30 respondents, according to the size in a review. Testing in this study uses a purposive testing method, which is a testing method based on specialist considerations in relation to the sample sample which is most suitable, useful and is considered to represent a population (representative).

The information acquisition strategy in this exploration is to use a survey (poll). Information is collected using a poll with an estimated scale used in this study is a Likert scale. The information testing method used is a quantitative experiment with testing that is not completely completed with measurable models. Furthermore, to make it easier to process and separate this examination data, we use the IBS SPSS 26 program. The open statement given to the respondent must be seen in the table below:

Table 1. Research Instrument Grid

No	Statement
<b>Scarcity of cooking oil (X1)</b>	
1	Scarcity can make the limitations of existing cooking oil.
2	Excessive demand for staples can result in limitations on these basic goods.
3	Failure of production or harvest can cause scarcity of cooking oil.
4	Rare cooking oil due to hoarding by oil mafia.
5.	The highest retail price policy (HET) of cooking oil triggers the black market.
<b>Community purchasing power fluctuations (X2)</b>	
6	Cooking oil that is sold is not in accordance with community income.
7	A lot of requests can make the value of cooking oil rise.
8	The price of cooking oil determined by traders is different from other places even though the brand and product are the same.
9	Prices determined by traders cannot be fresh.
10	I bought cooking oil because that is a basic necessity.
<b>Food Industry Products (Y)</b>	

11	Is knowledge of the product a consideration in the process of purchasing cooking oil.
12	Cooking oil products have many attractive wrappers.
13	Rare cooking oil products make it difficult for people to get cooking oil at affordable prices.
14	The steps are cooking oil to make the price of food products that use cooking oil rises.
15	I feel cooking oil products are in accordance with the standard and quality offered.

## RESULTS

### Characteristics of Respondents

Data sourced from the results of the distribution of research questionnaires to 30 respondents. Respondents' data became the subject of data in this study consisting of names, gender, age.

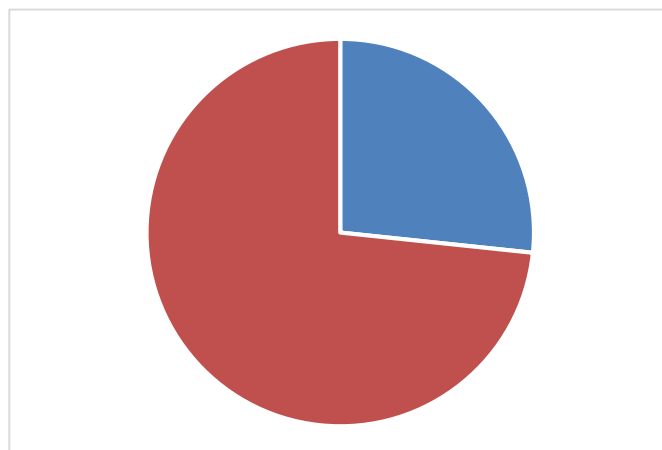


Figure 1. Based on Gender  
Source: Data Processing Results (2023)

Based on the diagram above the highest number of respondents are women with a percentage of 73.4% or as many as 22 people compared to men by 26.6% percent or as many as 6 people.

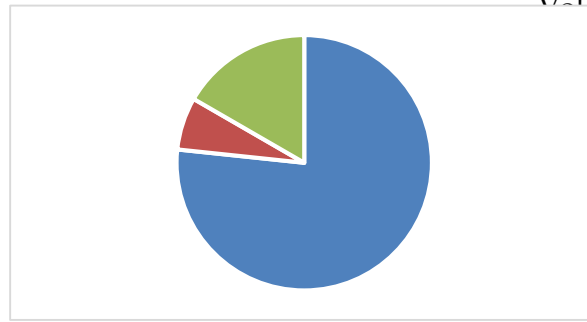


Figure 2. Based on Age  
 Source: Data Processing Results (2022)

Based on the diagram above, the results of respondents according to age show that respondents aged 20-30 years are 23 people or 76.7%, respondents aged 31-40 years are 2 people or 6.6%, and 41-50 5 people or 16.7%.

**Data analysis**

1. Validity test

Validity test is a test used to show the extent to which the estimated device used in an action is an estimated thing. Ghozali (2009) states that the legitimacy test is used to measure the legitimacy or legitimacy of a survey. A poll should be substantial with the assumption that the question in the survey can reveal something that will be estimated by the survey.

Table 2. Validity Test Results

Indicator	R-calculated	R-table	Information
X1.1	0,749	0,3610	Valid
X1.2	0,560	0,3610	Valid
X1.3	0,542	0,3610	Valid
X1.4	0,666	0,3610	Valid
X1.5	0,406	0,3610	Valid
X2.1	0,598	0,3610	Valid
X2.2	0,518	0,3610	Valid
X2.3	0,730	0,3610	Valid
X2.4	0,571	0,3610	Valid
X2.5	0,607	0,3610	Valid
Y1.1	0,840	0,3610	Valid
Y1.2	0,802	0,3610	Valid
Y1.3	0,162	0,3610	Valid
Y1.4	0,683	0,3610	Valid
Y1.5	0,404	0,3610	Valid

Source: SPSS process (2023)

The results of the calculation of the validity test with all statement indicators contained in the questionnaire as a tool to measure the impact resulting from the scarcity of cooking oil needs and the fluctuations of people's purchasing power on the products produced Instrument questions in the study.

2. Reliability test

Table 3. Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1.	Scarcity of cooking oil (X1)	0,518	Reliabel
2.	Community purchasing power fluctuations (X2)	0,510	Reliabel
3.	Food Industry Products (Y)	0,555	Reliabel

Source: SPSS Process (2023)

Based on the calculation of the reliable test above shows that the variable statement in the instrument has consistent results, meaning that the results of this test indicate all statements for each variable used in this study are in the reliable category.

3. Normality test

The fundamental idea driving the Kolmogorov Smirnov ordinariness test is to contrast the information appropriation and the standard typical circulation. Information that has been converted into Z-Score structure and is viewed as typical is called standard ordinary dispersion. As a matter of fact, the Kolmogorov Smirnov test is an examination of the information being tried for ordinariness with standard ordinary information.

The Kolmogorov-Smirnov test equation is used in this review to decide whether the information is usually conveyed; In the case of large numbers more prominent than 0.05 (sig> 0.05), there is a very large difference; If the value is below 0.05, there is no striking difference; And if its interests are more prominent than 0.05, there is no striking difference. Assuming the meaning of the Kolmogorov Smirnov test below 0.05, this implies that the information examined is basically not the same as the typical standard information, this shows that the information is unusual.

Table 4. One-Sample Kolmogorov-Smirnov Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.17453075
	Most Extreme Differences	
	Absolute	.139
	Positive	.139
	Negative	-.066
Test Statistic		.139
Asymp. Sig. (2-tailed)		.143 <sup>c</sup>

Source: SPSS Data Processing Results

Based on the output above, we know that the significance value is 0.143 which is greater than 0.05. Then according to the basis of decision making in the normality test, and it can be concluded that the data is normally distributed. Thus, the normality requirements in the regression model have been met

4. Hypothesis Testing

Table 5. Multiple Regression Analysis

Table 5. Coefficients

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24.348	5.636		4.320	.000		
	Kelangkaan Minyak Goreng	-.148	.239	-.122	-.619	.541	.934	1.070
	Fluktuasi Harga	-.079	.205	-.075	-.383	.705	.934	1.070

a. Dependent Variable: Produk Minyak Goreng

Can be seen in the Unstandardized Coefficients column in part B, the multiple linear regression equation model is as follows:

$$Y = 24.348 + (-0.148) X_1 + (-0.079) X_2$$

The equation can be translated:

- a) The constant of 243 48, implies that the consistent value of the variable scarcity of cooking oil and community purchasing power fluctuations is 24,348.
- b) The X1 regression coefficient is -0.148. This value shows the negative influence (opposite direction) between the scarcity of cooking oil and the eating industry product. The regression coefficient of -0.148 means that every decrease in 1 unit of scarcity of cooking oil it will reduce the food industry product by -0.148.
- c) The X2 regression coefficient of -0.079 states that people's purchasing power fluctuations dropped 1 unit, the food industry product will decrease by -0.079 and vice versa.

**T Test**

The T test is used to test whether each independent variable affects the dependent variable. This test can be carried out using the SPSS program, especially by malasping the level of importance of each independent variable with 0.05 ( $\alpha = 5\%$ ). Referring to the multiple regression analysis table above, it is presented in detail in the following table:

Table 5. Partial Test Results (T Test)

No	Variable	T- Calculate	T-table	Significance
1.	1. scarcity of cooking oil (x1)	-0,619	2,051	0,541
2.	Community purchasing power fluctuations (X2)	-0,383	2,051	0,705

Source: Data Processing Results (2022)

## DISCUSSIONS

### The Impact Produced from the Scarcity of Cooking Oil Needs on Products Produced by the Food Industry in Makassar City

Of course cooking oil is one of the basic needs of the Indonesian people. This can be seen from the quality of Indonesian food, one of which uses cooking oil (Khairul et.al, 2022). The essential element in making cooking oil commonly used in Indonesia is palm oil. Because of radical expansion in oil costs, individuals experience problems in getting cooking oil available at ordinary prices. The difficulty of finding cooking oil on the market makes business people who use cooking oil as their natural ingredients suffer bad luck. This is due to the large amount of production, for example, the source of food burned and staples whose oil uses are limited. The UMKM comforter who is involved in the cheap food business is forced to build its selling costs, some really close their business given the lack of cooking oil. Sometimes the price of oil is still purchased at a price that is truly exorbitant due to difficulty finding a place to sell cooking oil.

Business people admit, although the selling price increases, traders' turnover is still small. This is because the production is reduced in accordance with the limits of cooking oil obtained. Business comfort believes that in addition to the oil price that is usually watched out for, it tends to be followed by unlimited merchandise so that the business entertainment does not continue to lose money. Lack of cooking oil is caused by an increase on the side of the flower and decreases on the stockpile side. The accompanying elements have added a decrease in supply, especially producers experienced a decrease in local cooking oil production.

#### a. Vegetable oil prices increase

CPO (Crude Palm Oil) is one of the most widely used vegetable oils in the world. In the global market, CPO prices are currently increasing. It rose to \$ 1340 of \$ 1100. Cooking oil producers choose to sell cooking oil worldwide rather than in the country because of CPO growth.

#### b. The government announced the B30 program.

The commitment of government authority to B30 initiative is the next component. The B30 program is a project funded by taxpayers that mandate a 30 percent diesel/70 percent diesel mixture. So far, cooking oil that should be used for cooking has been used to make biodiesel. This is because the

desire of the CPO business visionary to increase the biodiesel creation market by 30%. Covid-19 outbreaks are still ongoing.

The unfinished Covid-19 outbreak status is the third variable. Some countries in various parts of the world are facing the third wave of Covid-19. CPO is also used by foreign buyers who previously used vegetable oil.

c. Distribution and Logistics Process

Cooking oil producers are only found in a few places. Meanwhile, the delivery of cooking oil throughout Indonesia. Circulation costs rise as a result of this. In terms of operation, the compartment is now more expensive than the recent memory. Shipping and transportation costs also increase. This factor increases the cost of cooking oil. All expansion will be driven by an increase in the price of cooking oil. It has consequences in various fields, including the food, household industry, and all products that use cooking oil as the basic ingredient.

**Community Purchasing Power Fluctuations on Products Produced by the Food Industry in Makassar City**

The increase in the price of cooking oil available is certainly very disturbing and adds to the burden of consumer purchasing power, especially in this Pandemic period. Dealers must be lost, oil purchases are also limited. There are only two decisions, raising costs or reducing the amount. Some spicy food sellers have started to do this. In fact, this condition occurs when expansion begins to increase, but not followed by an increase in individual salaries. Especially for the lower class people who are still affected by Pandemi Covid-19. Many traders experience exchange problems because, if the price of cooking oil is high, will affect the purchasing power of individuals and the selling price of the product. Expansion of oil costs also affects different products and materials. Equivalent to apply to wafer traders. Usually salted plants burnt a few bottles of oil jerry cans consistently. After cooking oil is limited, the salted industry facility can burn a wafer several times every week by using two oil jerry cans.

As a buyer, individuals can really save money for the use or use of cooking oil repeatedly. Meanwhile, the dealer can increase the selling price or use cooking oil again and again. However, this strategy is not a good arrangement and is not too good for health. Increasing the fee driven by the customer's purchasing power. To reduce the burden of buyers with limited purchasing power and MSME areas, public authority also provides mass cooking oil sponsors. Thus, the price of mass cooking oil on the market will be maintained with a limit of Rp. 14,000 for each liter. The increase is inversely proportional to the highest retail costs (HET) as of February 2022 of Rp. 11,500 for each liter. Public authorities stop pretending to sell package cooking oil shown at the highest retail price (HET) and choose to provide cooking oil prices according to the market system.

## **CONCLUSIONS AND RECOMMENDATIONS**

Towards the end of 2021 the available cooking oil prices experienced a surge, so that people have difficulty in getting these products which are a basic daily necessity. In addition to the price surge, before the early 2022 there was a shortage of cooking oil, both traditional and modern markets, this made people scream because of the two most interesting things that occur in this main product. Apart from the fact that we overall realize that Indonesia is the largest place to storing palm oil (CPO) on the planet, the event that occurs implicitly criticizes public authority because of negligence filtering and controlling cooking oil hoards. After the cost was lowered, there was a scarcity of cooking oil in various regions in Indonesia, including the city of Makassar. Claims of cooking oil storage carried out by the food mafia also appear. The lack of cooking oil in the market makes its own unrest for local residents. In addition, scarcity also causes reduced cooking oil costs. Various residents in the city of Makassar also experienced obstacles to getting stock oil stocks after being burdened with Rp. 14 thousand per liter.

To overcome the decrease in cooking oil costs and lack of supervision, Hempri withdrew public power to complete several things. For example, more strongly completing business area exercises and taking different imaginative steps, for example by cutting the dealer route so that it can reduce oil costs. Oversee business people, including customers. In addition, public authorities also need to support the division of attention cycle, including the issue of CPO items to domestic cooking oil scattering. It is very important to revive communication pay attention to this current, mainly because Indonesia is known as the largest palm oil creator in the world.

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