



Income Analysis of Fruit Traders in Mardika Traditional Markets Ambon City

Maria F. Batmomolin
Pattimura University

Corresponding Author: Maria F. Batmomolin
mariafransiskatmomolin@gmail.com

ARTICLE INFO

Keywords: : Fruit Vendors,
Traditional Market, Income,
Business Feasibility

Received : 21 April

Revised : 23 May

Accepted: 23 June

©2025 Batmomolin: This is an open-
access article distributed under the
terms of the [Creative Commons
Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to describe the business characteristics, income, and business feasibility of fruit vendors at the Mardika Traditional Market in Ambon City. The method used is a survey method, which involves data collection through interviews and observations. The data collection technique employed is purposive sampling. The data analysis used includes descriptive analysis and income analysis. The results of the study show that the average revenue is Rp18.004.000 per month, the average total cost is Rp14.765.220 per month, and the average income is Rp3.238.780 per month. The business feasibility (R/C ratio) of fruit vendors at the Mardika Traditional Market in Ambon City is 1.22. This indicates that fruit sales are in a feasible position since the R/C ratio is greater than 1. Therefore, the revenue exceeds the total cost, meaning the business is considered feasible for further development by fruit vendors at the Mardika Traditional Market in Ambon City

INTRODUCTION

Horticultural commodities, particularly fruits, hold promising prospects in the agricultural sector. The development of fruits based on agribusiness and agro-industry patterns is highly favorable, as demand for these commodities continues to increase both in domestic and international markets.

Indonesia is an agrarian country that produces a wide variety of agricultural commodities, one of which is fruit. Currently, fruit has become an essential food item for the Indonesian population. Fruits are a type of horticultural commodity rich in vitamins, minerals, and fiber. In 2014, the average fruit consumption of Indonesians was 34.55 kg per capita per year. This figure is still far below the FAO's recommended level of 65.75 kg per capita per year. To maintain a healthy life and avoid non-communicable diseases such as heart disease, diabetes, and kidney disorders, it is recommended to consume at least 200 grams of fruit per day (Husni, 2007 in Kilamase et al., 2015).

Fruit is one of the key foods that support health. Fruit consumption is widely recognized as a vital component of a healthy diet due to the nutrients and vitamins it provides. Given its many benefits, fruit has become an essential part of maintaining good health and physical fitness. Today, fruit is considered a daily dietary necessity (Lindarti, 2016).

One of the traditional markets located in Ambon City is the Mardika Market. Mardika Market is a central market that is busy and strategically positioned for the buying and selling of daily necessities, including agricultural products such as fruits. Various types of fruits are sold by fruit vendors at this market, such as apples, grapes, watermelons, oranges, salak (snake fruit), papayas, pineapples, and others. The traditional characteristics of Mardika Market are still preserved to this day, which in fact serves as an advantage amid the widespread development of modern shopping centers in Ambon City. The market remains crowded both during the day and at night.

Fruit vendors at the Mardika Traditional Market in Ambon City run their businesses using umbrellas, knives, tables, and chairs – equipment that is easy to move, assemble, and disassemble – while using public facilities as their place of business. These fruit vendors continue their daily activities selling fruit to meet household needs, even during the Covid-19 pandemic. They strategically choose spots that are considered profitable, as earning income or profit is the primary objective of any business.

Fruit vending at the Mardika Traditional Market is a regular business activity, available almost every day and easily accessible to buyers. These vendors are not limited to seasonal sellers during harvest periods but are present daily, offering goods such as apples, grapes, watermelons, pineapples, papayas, salak, and others. Selling fruit requires not only selecting types that are popular with customers but also carefully considering the risks involved in selling perishable products. Securing a reliable fruit supply is a crucial factor in starting and maintaining a fruit-selling business.

Based on the explanation above, the main issue addressed in this study is to analyze the income of fruit vendors at the Mardika Traditional Market in Ambon City.

LITERATURE REVIEW

The Role of Horticultural Commodities in Agriculture

Horticultural commodities, particularly fruits, have been increasingly recognized as strategic sectors within agriculture due to their economic and health value. Their development, especially when integrated with agribusiness and agro-industrial systems, offers promising prospects in both domestic and international markets. As consumption patterns evolve and health awareness increases, the demand for fresh, high-quality fruit continues to grow.

Fruit Consumption and Nutritional Importance

Indonesia, as an agrarian country, is a significant producer of diverse agricultural commodities, including fruit. Fruits are not only economically vital but also nutritionally essential, being rich in vitamins, minerals, and dietary fiber. However, national fruit consumption remains below the FAO recommendation. In 2014, the average fruit intake among Indonesians was 34.55 kg per capita per year—far below the FAO's advised 65.75 kg (Kilamase et al., 2015; Husni, 2007). The World Health Organization recommends a daily intake of at least 200 grams of fruit to reduce the risk of non-communicable diseases, such as heart disease, diabetes, and kidney disorders.

Fruits as a Daily Necessity

Fruit consumption is widely acknowledged as an integral component of a balanced diet and plays a critical role in supporting public health. According to Lindarti (2016), fruits have become an essential part of daily food consumption in Indonesia. The growing awareness of health and nutrition has driven a steady increase in fruit demand, emphasizing the importance of fruit availability and accessibility through efficient marketing and distribution.

Traditional Markets as Hubs of Fruit Trade

Traditional markets continue to play a significant role in the distribution of horticultural commodities, particularly in urban areas such as Ambon City. The Mardika Traditional Market serves as a vital center for agricultural trade, particularly for fruit. Despite competition from modern retail centers, traditional markets retain their relevance due to their accessibility, affordability, and local economic integration. The Mardika Market's consistent activity both day and night underscores its importance as a marketplace for daily necessities.

Characteristics of Fruit Vendors and Their Business Environment

Fruit vending in traditional markets such as Mardika is typically carried out by micro and small-scale traders using simple and portable equipment. The vendors, often women, operate in informal setups and continue their businesses even under challenging conditions like the Covid-19 pandemic. They strategically occupy profitable spots and maintain a regular presence in the market.

Unlike seasonal sellers, the fruit vendors in Mardika operate daily, selling a variety of fruits including apples, grapes, watermelons, papayas, and salak. A key element of their operational success is the ability to manage perishable inventory effectively and maintain a reliable supply chain. Their success depends not only on consumer preferences but also on their ability to mitigate post-harvest losses and respond to market risks.

METHODOLOGY

The study was conducted in September 2021, with the research location being the Mardika Traditional Market in Ambon City. The type of data used in this study is quantitative analysis. The population of fruit vendors at the Mardika Traditional Market totals 30 individuals. The sample was determined using the purposive sampling method, with 30% of the total population selected, resulting in a sample size of 10 vendors. Data were collected through observation and interviews. Primary data were obtained directly from the vendors, while secondary data were gathered from various references and relevant institutions. The data were analyzed using a descriptive quantitative approach.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Characteristics of Fruit Vendors at the Mardika Traditional Market, Ambon City

No	Category	Number	Percentage (%)
1	Age		
	Not Productive (0-14)	0	0
	Productive (15-64)	10	100
	Not Productive (>64)	0	0
Total		10	100
2	Education Level		
	Elementary School	3	30
	Junior High School	3	30
	Senior High School/ Vocational	4	40
	Bachelor's Degree	0	0
Total		10	100
3	Gender		
	Male	3	30
	Female	7	70
Total		10	100
4	Years of Experience		
	1-5 Years		
	>5-6 Years	10	10

Total		10	100
5	Origin of Respondents		
	Buton	2	20
	Makassar	6	60
	Java and Ambon	2	20
Total		10	100

Based on Table 1, it is shown that the majority of fruit vendors at the Mardika Traditional Market are between the ages of 15 and 64, which falls within the productive age group. At this age, individuals generally have strong physical capabilities to perform their work. The average education level of the fruit vendors in the Mardika Traditional Market is elementary and junior high school, as pursuing higher education requires substantial financial resources, which many vendors cannot afford.

Most of the fruit vendors working at the Mardika Traditional Market are women, as the nature of the work is not physically demanding and can be performed by women. On average, the vendors have been in business for more than five years, and most of them come from the Makassar region. This indicates that the majority of fruit vendors are experienced in their profession as fruit sellers at the Mardika Traditional Market in Ambon City.

Business Characteristics of Fruit Vendors

The business characteristics referred to in this study include business capital, sources of capital, and fruit suppliers.

Initial Capital of Fruit Vendors

The initial capital used to start the business comes from personal funds, ranging between Rp1.000.000 and Rp5.000.000. Although this initial capital is relatively small for starting a fruit vending business, over time, vendors reinvest their profits to accumulate more capital, allowing them to purchase larger quantities of fruit. Based on this explanation, the details can be seen in Table 2 below.

Table 2. Initial Capital of Fruit Vendors at the Mardika Traditional Market, Ambon City

Capital (Rp)	Number of Vendors	Percentage (%)
1.000.000-3.000.000	6	60
3.000.000 -5.000.000	3	30
>5.000.000	1	10
Total	10	100

Sources of Capital for Fruit Vendors

Capital plays a crucial role in any business as it serves as a means of producing goods and services. A business cannot operate without capital as one

of its production factors. In managing their capital, fruit vendors use funding from various sources—either from personal or family savings, banks, or non-bank institutions such as cooperatives, pawnshops, or private lenders. Among the fruit vendors surveyed, 9 out of 10 (or 90%) used capital that came from personal or family sources and stated that they did not yet need financial assistance from banks or similar institutions. Meanwhile, 10% of the vendors obtained their initial capital through loans. According to the respondents, this was done to increase their purchasing capacity for fruits while also setting aside funds for other business needs. Therefore, some vendors preferred borrowing from nearby savings and loan cooperatives (non-bank sources), with a loan of Rp5.000.000 repaid in monthly installments of Rp350.000 over the course of one year.

Fruit Suppliers

The sources of fruit supply or the places where vendors purchase their fruit in Mardika Market come from various locations. Apples and grapes are sourced from Wayame, watermelons from Batu Merah, and oranges from Passo. Salak is supplied from Wakal, while papayas and pineapples come from Kobisonta and Stain. Most fruit vendors in the market do not order fruit directly from outside Ambon. Instead, they place orders through local suppliers to make it easier to maintain the quality and freshness of the fruit, as well as to ensure that the fruit is marketable. According to the vendors, any spoiled or rotten fruit will be replaced and borne by the supplier (the First Party).

Table 3. Sources of Fruit Purchase/Suppliers at the Mardika Traditional Market, Ambon City

Fruit	Source Location
Apple	Wayame
Grapes	Wayame
Watermelon	Batu Merah
Orange	Passo and Waihatu
Salak	Wakal
Papaya	Kobisonta
Pineapple	Stain (Ambon)

Business Cost Analysis of Fruit Vendors

The costs involved in running a business are a fundamental part of its operations. Business costs are divided into fixed costs and variable costs.

Fixed Costs

It was found that the average rental cost paid by fruit vendors is Rp300.000 per month. The rental system is paid daily at a rate of Rp10.000 per day. The average depreciation cost incurred by the vendors is Rp192.720. This depreciation is calculated based on the usage of business tools by 10 fruit vendors at the Mardika Traditional Market in Ambon City, which includes: knives, machetes, sales stalls, chairs, tables, weighing scales, plastic baskets, and carts. Details of these costs can be seen in Table 4 below.

Table 4. Average Fixed Costs Per Month for Fruit Vendors at the Mardika Traditional Market

Expense Item	Amount (Rp)
Stall Rental	300.000
Equipment Depreciation	192.720
Total Fixed Cost	492.720

Fruit Purchasing and Labor Costs (Variable Costs)

The average fruit purchasing cost by 10 vendors over a one-month period is Rp11.676.500 per month. Among the various types of fruit, salak has the highest average purchasing cost at Rp2.000.000 per month. This is due to the large volume of salak purchased – typically 4 to 5 times per month, with each purchase consisting of one sack (50 kg) priced at Rp500.000 per sack. The lowest average purchasing cost is for watermelon, as the price per kilogram is relatively cheaper than other fruits, at Rp5.000/kg. A single watermelon weighs between 2 to 3 kg, which means the per-unit cost ranges from Rp10.000 to Rp15.000 per fruit.

The purchase prices collected from the 10 vendors over a month reflect agreed prices between the fruit suppliers and the vendors, based on total purchase volume. Purchasing costs are closely related to the buying price, and the variability in prices significantly affects the total purchasing cost. Vendors at the Mardika Market are generally familiar with the characteristics and quality of fruit supplied to their stalls, which becomes the basis for determining purchase prices. At this market, vendors do not go out to purchase fruit; instead, they wait for suppliers to deliver the fruit directly to their stalls and then negotiate the price. Fruit purchases are made once a week, or four times a month, due to the perishable nature of fruit, which cannot be stored for long periods. The average variable costs incurred by the fruit vendors at the Mardika Traditional Market can be seen in Table 5 below.

Table 5. Average Monthly Fruit Purchasing Costs by Vendors at the Mardika Traditional Market Ambon City

Fruit	Volume (Kg)	Price (Rp/Kg)	Total (Rp/Month)
Apple	56	32.308	1.806.000
Grapes	34	53.846	1.855.000

Watermelon	211	5.000	1.053.000
Orange	113	15.000	1.687.500
Salak	200	10.000	2.000.000
Papaya	170	10.000	1.700.000
Pineapple	105	15.000	1.575.000
Total			11.676.500

In addition to the cost of fruit purchases, labor expenses amount to Rp2.096.000 per month. On average, each fruit vendor employs one family worker (TKDK) with an average of 26 workdays (HOK) per month. The daily consumption cost incurred by vendors is approximately Rp30.000 per day. Meanwhile, packaging costs refer to the weekly purchase of plastic bags, totaling Rp50.000 per week. These monthly operational costs for fruit vendors at the Mardika Traditional Market can be seen in Table 6 below.

Table 6. Average Monthly Operating Costs of Fruit Vendors at the Mardika Traditional Market Ambon City

Expense Item	Amount (Rp)
Fruit Purchasing	11.676.500
Daily Consumption	300.000
Packaging (Plastic Bags)	200.000
Labor Cost	2.096.000
Total Variable Cost	14.272.500

Total Costs of Fruit Vendors

Total cost is the sum of variable costs and fixed costs. The average total monthly cost incurred by fruit vendors at the Mardika Traditional Market can be seen in Table 7 below.

Table 7. Average Total Monthly Cost of Fruit Vendors at the Mardika Traditional Market, Ambon City

Cost Type	Amount (Rp)
Variable Cost (TVC)	14.272.500
Fixed Cost (TFC)	492.720
Total Cost	14.765.220

**Income and Business Feasibility Analysis of Fruit Vendors
 Revenue of Fruit Vendors**

The revenue of fruit vendors refers to the total income generated from selling fruits over the course of one month. This revenue is calculated based on the quantity of fruit sold multiplied by the selling price. The average monthly fruit sales by vendors at the Mardika Traditional Market in Ambon City can be seen in Table 8 below.

Table 8. Average Monthly Fruit Sales by Vendors at the Mardika Traditional Market Ambon City

Fruit	Volume (Kg)	Selling Price (Rp/Kg)	Total Revenue (Rp/Month)
Apple	52	40.000	2.072.000
Grapes	32	80.000	2.572.000
Watermelon	201	15.000	3.007.500
Orange	106	20.000	2.110.000
Salak	189	20.000	3.770.000
Papaya	166	15.000	2.482.500
Pineapple	100	20.000	1.990.000
Total			18.004.000

Based on Table 8, the average monthly revenue of fruit vendors at the Mardika Traditional Market in Ambon City is Rp18.004.000. The highest revenue was generated from salak (snake fruit), with a sales volume of 189 kg/month, resulting in Rp3.770.000/month. This is due to the large volume of salak sold compared to other types of fruit.

Fruit Vendor Income

The income received by fruit vendors at the Mardika Traditional Market in Ambon City is calculated as the difference between monthly sales revenue and total costs. This income analysis helps determine whether the fruit vending business is generating a profit or incurring a loss.

Table 9. Average Monthly Income of Fruit Vendors at the Mardika Traditional Market Ambon City

Description	Amount (Rp)
Total Revenue	18.004.000
Total Cost	14.765.220
Net Income	3.238.780

Based on Table 9, it can be seen that the total monthly revenue from fruit sales by the respondents at the Mardika Traditional Market in Ambon City is Rp18.004.000, while the total costs incurred are Rp14.765.220 per month. Therefore, the net income earned by fruit vendors at the Mardika Traditional Market amounts to Rp3.238.780 per month.

Business Feasibility - R/C Ratio

The profitability of the fruit vendors is analyzed using the R/C (Revenue/Cost) ratio. This ratio is used to determine whether the business run by the fruit vendors at the Mardika Traditional Market is feasible or not.

The feasibility analysis of the fruit vendors' business is as follows:

$$\begin{aligned} \text{R/C Ratio} &= \frac{\text{TR}}{\text{TC}} \\ &= \frac{18.004.000}{14.765.220} \\ &= 1,22 \end{aligned}$$

Based on the R/C ratio calculation using the total costs of all fruit vendors, the resulting R/C ratio is greater than one. In other words, the R/C ratio > 1, which indicates that the fruit-selling activities conducted by the vendors are efficient. This means that, in general, the revenue earned by each vendor from selling fruit is sufficient to cover the total costs incurred. Therefore, it can be concluded that fruit sales at the Mardika Traditional Market in Ambon City are feasible to operate, as the R/C ratio exceeds 1.

CONCLUSION AND RECOMMENDATION

Based on the income analysis of fruit vendors at the Mardika Traditional Market in Ambon City, the following conclusions can be drawn:

1. The average monthly revenue earned from fruit sales by the vendors is Rp18.004.000, with an average total cost of Rp14.765.220 per month. As a result, the average net income of the fruit vendors is Rp3.238.780 per month.
2. The business feasibility of fruit vendors at the Mardika Traditional Market, as measured by the R/C ratio, is 1.22. This indicates that the fruit-selling business is in a feasible and profitable position, as the R/C ratio is greater than 1, meaning that the business is worth continuing and developing.

FUTHER STUDY

This research still has delays, so further research is needed regarding the topic of Income Analysis of Fruit Traders in Mardika Traditional Markets Ambon City to improve this study and broaden the readers' knowledge.

REFERENCES

- Husni. 2007. Keputusan Konsumen Dalam Pembelian Buah-buahan Di Pasar Mardika Kota Ambon. Volume7 No. 3 Oktober 2007, 298-313.
- Kilamase D, M. Turukay dan N. R. Timisela, 2015. Analisis permintaan buah anggur (*Vitis Sp*) pada pasar modern di kota Ambon. *Jurnal Agrilan*. 3 (3) : 223 - 236.
- Lindarti., E. 2016. Profil Pedagang Buah di Pasar Buah Kota Bumi Kabupaten Lampung Utara. Skripsi Fakultas Keguruan dan Ilmu Pendidikan Universitas Lampung.