

The Effects of Price and Product Quality on Red Brick Sales Revenue in East Sekotong Village

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Abstract

This study examines the effects of price and product quality on red brick sales revenue in East Sekotong Village, West Lombok Regency. A quantitative explanatory design was applied to a population of 300 actors and consumers associated with the village red brick business. Using the Slovin formula at a 10% error level and simple random sampling, 75 respondents were selected. Data were collected through a four-point Likert questionnaire, interviews, and documentation, and analysed with SPSS 26 using validity and reliability tests, classical-assumption diagnostics, multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination. All fifteen questionnaire items were reported valid, and the overall instrument was reliable (Cronbach's alpha = 0.771). The estimated model was $Y = 5.707 + 0.165X_1 + 0.500X_2$. Price had a positive but statistically non-significant partial effect on sales revenue ($t = 1.502$; $p = 0.137$), whereas product quality had a positive and significant effect ($t = 4.946$; $p < 0.001$). Jointly, price and product quality significantly explained sales revenue ($F = 30.559$; $p < 0.001$). The model produced $R = 0.678$, $R^2 = 0.459$, and adjusted $R^2 = 0.444$, indicating that 45.9% of the variation in sales revenue was associated with the two predictors. Product quality, especially strength, durability, dimensional consistency, and reliable firing, is therefore the principal operational priority. Price remains strategically relevant as a competitive and value-signalling instrument, although its isolated statistical effect was not significant. Interpretation should remain cautious because the thesis's heteroskedasticity table duplicates the regression coefficients and reports $p < 0.05$ for product quality. Future analysis should use a clearly specified residual-based diagnostic and heteroskedasticity-robust standard errors.

INTRODUCTION

Construction activity creates continuing demand for wall materials in both urban and rural areas. Houses, public facilities, shops, and other infrastructure require materials that are available, affordable, and technically suitable. Red bricks remain widely used because communities understand their application, local soil can supply the principal raw material, and production can be organised by household-scale enterprises. The industry therefore links construction demand with rural employment, local resources, and circulation of income within the village economy.

Red bricks are manufactured from prepared clay that is shaped, dried, and fired until it develops adequate strength and durability. Although the product appears simple, its commercial performance depends on careful control of raw-material composition, moulding, drying, stacking, firing temperature, cooling, handling, and transport. Defects at any stage may produce cracking, warping, uneven dimensions, high water absorption, or low compressive strength. Such defects create losses for producers and buyers because damaged bricks increase waste, labour, mortar use, and construction time.

Sales revenue is central to the survival of a small manufacturing business. Revenue reflects the value of products sold during a period and is shaped by volume, unit price, repeat purchases, customer reach, and payment conditions. For rural producers, a decline in revenue can quickly

reduce working capital because cash is needed for clay preparation, fuel, labour, transport, and household consumption. Understanding the determinants of sales revenue is therefore important not only for business growth but also for the resilience of families who depend on red brick production.

Price is one of the most visible market signals. It represents the monetary sacrifice required from the buyer and the return expected by the seller. A competitive price may attract consumers, but a price that is too low can erode margins and create doubts about quality. Conversely, a high price may be accepted when buyers perceive superior strength, consistency, service, or lower breakage. The effect of price must consequently be evaluated together with perceived value, competitors' offers, transport distance, order size, and the intended use of the brick.

Product quality describes the ability of an item to perform its intended function and meet buyer expectations. In the red brick market, quality is observable through strength, durability, dimensional consistency, colour and firing uniformity, surface condition, resistance to breakage, and conformity with agreed specifications. Buyers may be contractors, masons, retailers, or households, each of whom bears costs when quality is unreliable. Consistent quality can reduce those costs, increase trust, encourage repeat purchases, and strengthen the producer's reputation.

East Sekotong Village in West Lombok Regency possesses clay resources that support red brick production and provide work for local residents. The business is embedded in a competitive market where producers must balance affordability with the costs of producing durable bricks. Despite the economic relevance of the activity, decisions are often based on experience rather than systematic evidence about which commercial factors most strongly relate to revenue. This study addresses that gap by testing price and product quality as predictors of red brick sales revenue.

Previous studies have frequently linked price and quality to purchasing decisions, customer satisfaction, or sales volume. Research on agricultural commodities, vehicles, cosmetics, food service, and building materials shows that the strength and direction of these relationships vary by product and market. A price effect may weaken when competitors charge similar amounts, transport costs dominate the transaction, or the product is considered essential. A quality effect may strengthen when defects impose direct financial and technical consequences on the buyer. Local evidence is therefore necessary.

The study formulates three questions: whether price affects red brick sales revenue, whether product quality affects sales revenue, and whether both variables jointly affect sales revenue in East Sekotong Village. The article aims to estimate these relationships, interpret their practical meaning for rural producers, and derive recommendations for quality control, pricing, marketing, and institutional support. It also evaluates the boundaries of the evidence so that statistical significance is not confused with complete causal explanation.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Sales revenue and microenterprise performance. Sales revenue is the gross inflow obtained from selling goods before deducting production and operating costs. It is distinct from profit, although the two are closely related. A business can increase revenue while experiencing declining profit if the additional sales require excessive discounts, fuel, rejected products, transport, or credit risk. In this study, the dependent construct is measured through respondents' perceptions of increasing sales, increasing business income, the contribution of suitable prices, the contribution of price and quality, and growth in the number of consumers.

Price theory. Price performs allocation, information, and positioning functions. From the demand perspective, a higher price may reduce quantity demanded when alternatives exist and all other factors remain constant. From the seller's perspective, price must recover direct and indirect costs and provide a margin that allows reinvestment. In imperfect rural markets, however, the relationship is not mechanical. Price differences may be small, buyers may negotiate by order, and transport or credit terms may matter more than the listed unit price.

The price construct used in the study includes affordability, correspondence between price and quality, correspondence between price and benefits, competitiveness, and discounts. These indicators represent value-based pricing rather than price level alone. A buyer may consider a brick affordable because fewer units break during transport or construction. Likewise, a producer may maintain a slightly higher unit price when dimensional consistency reduces mortar and labour requirements. Consequently, the expected effect of price is theoretically important but context dependent.

Product quality theory. Product quality is the collection of characteristics that enables a product to satisfy stated or implied needs. The thesis adapts dimensions including performance, durability, conformity to specification, features, reliability, aesthetics, and perceived quality. For red bricks, performance and durability concern structural use and resistance to damage; conformity concerns size, shape, and firing; reliability concerns consistency between batches; aesthetics concerns colour and surface finish; and perceived quality summarises the buyer's overall judgement.

Quality can affect revenue through several mechanisms. First, it can increase initial purchase intention because buyers expect fewer defects. Second, it can support repeat purchases when actual performance matches expectations. Third, it can generate referrals among masons, contractors, retailers, and households. Fourth, it can reduce returns and price deductions. Fifth, it can allow market segmentation and quality-based pricing. These mechanisms suggest that quality is particularly important in a product for which failure is visible and costly.

Price-quality interaction. Price and quality should not be treated as unrelated managerial choices. Customers assess whether the benefits justify the sacrifice. A low-quality brick is not economical if breakage, excess mortar, and rework outweigh a small price discount. A high-quality brick may still sell poorly if its price exceeds the target market's capacity or if buyers cannot verify the promised attributes. Producers therefore need a coherent value proposition: an appropriate quality grade, a transparent price, and evidence supporting the claim.

Rural-industry context. Small brick enterprises commonly operate with limited machinery, informal records, variable fuel and labour costs, and strong dependence on local relationships. Their market reach may be restricted by transport costs because bricks are heavy and vulnerable to damage. This geography can reduce price elasticity within a local catchment area while intensifying competition among nearby producers. Reputation and dependable delivery may therefore become as important as nominal price.

On the basis of these arguments, three hypotheses were tested. H1 stated that price has a significant effect on red brick sales revenue. H2 stated that product quality has a significant effect on red brick sales revenue. H3 stated that price and product quality simultaneously have a significant effect on red brick sales revenue. The first two hypotheses were evaluated using partial t-tests, and the third through the model F-test.

RESEARCH METHODS

Research design and location. The study used a quantitative explanatory design grounded in a positivist approach. It was conducted in East Sekotong Village, West Lombok Regency, from 10 May to 10 June 2026. The location was selected because local clay resources support established red brick production and the activity involves owners, workers, sellers, and consumers. The design sought to quantify relationships among price, product quality, and perceived sales revenue.

Population and sample. The research population comprised 300 people associated with production, ownership, selling, or consumption of red bricks. The Slovin formula with an error tolerance of 10% produced a sample of 75 respondents: $n = 300 / [1 + 300(0.10)^2] = 75$. The thesis states that simple random sampling was used. Of the respondents, 52 were men (69.3%) and 23 were women (30.7%). This composition describes the sample but should not be interpreted as the gender distribution of all brick-industry actors without further population data.

Data collection. Primary data were obtained through a questionnaire and interviews, while documentation and relevant literature supplied secondary information. The questionnaire used a four-point Likert scale: strongly disagree = 1, disagree = 2, agree = 3, and strongly agree = 4. Removing a neutral midpoint encourages directional responses, but it can also force respondents who are genuinely uncertain to select agreement or disagreement. Interview and documentary evidence were used to clarify the business setting.

Operationalisation. Price (X1) was represented by five statements covering affordability, price-quality fit, price-benefit fit, the influence of price changes on purchase interest, and competitiveness. Product quality (X2) was represented by five statements covering strength, resistance to breakage, the contribution of raw materials, the role of quality in purchase decisions, and conformity of size and shape. Sales revenue (Y) was measured with five statements concerning increasing sales, increasing income, the role of suitable prices, the combined influence of price and quality, and consumer growth associated with product quality.

Instrument tests. Item validity was assessed by comparing the item correlation with r -table = 0.227 and reviewing significance at 5%. All five price items produced r -values from 0.443 to 0.677; quality items ranged from 0.475 to 0.786; and revenue items ranged from 0.365 to 0.734. All exceeded the stated threshold and had p -values below 0.05. The combined fifteen-item instrument produced Cronbach's $\alpha = 0.771$, exceeding the study's reliability criterion.

Analytical model. Multiple linear regression was used to estimate $Y = a + b_1X_1 + b_2X_2 + e$, where Y denotes perceived sales revenue, X_1 price, X_2 product quality, a the constant, b_1 and b_2 partial slopes, and e the unexplained component. Analysis was performed in SPSS 26. The t -test assessed each coefficient at $\alpha = 0.05$, the F -test assessed the joint model, and R square described explanatory power.

Assumption diagnostics. The thesis reports a Kolmogorov-Smirnov test for unstandardised residuals with $N = 75$, test statistic = 0.102, and $p = 0.053$, supporting residual normality at the 5% level. Tolerance was 0.592 and VIF was 1.688 for both predictors, indicating no problematic multicollinearity under conventional thresholds. The reported heteroskedasticity table, however, reproduces the same constant and coefficients as the main regression and labels the dependent variable as sales revenue rather than an absolute residual measure. It reports $p = 0.137$ for price and $p < 0.001$ for quality. Because this output does not clearly document a valid residual-based test, homoskedasticity cannot be confirmed from the thesis table.

Ethical and interpretive scope. Questionnaire responses describe perceptions and self-reported business outcomes. The cross-sectional design identifies statistical association, not definitive

causation. The article therefore uses terms such as effect in the regression sense while interpreting mechanisms cautiously. No respondent names from the thesis appendix are reproduced because individual identification is unnecessary for the aggregate analysis.

RESULTS AND DISCUSSION

Respondent profile and measurement quality. The sample consisted of 75 respondents, with men accounting for 69.3% and women 30.7%. The instrument results indicate that every item met the thesis's validity criterion. The strongest item correlation occurred in the quality scale ($r = 0.786$), whereas the smallest was a revenue item ($r = 0.365$); both remained above r -table. Cronbach's alpha of 0.771 suggests acceptable internal consistency for the combined instrument. Because alpha was reported for all fifteen items together, future studies should also disclose reliability for each construct separately to confirm that price, quality, and revenue are internally coherent scales.

Construct	Items	r-count Range	r-table	Decision
Price (X1)	5	0.443-0.677	0.227	All valid
Product quality (X2)	5	0.475-0.786	0.227	All valid
Sales revenue (Y)	5	0.365-0.734	0.227	All valid
Combined reliability	15	Cronbach's alpha = 0.771	> 0.70	Reliable

Table 1. Summary of Instrument Testing

Source: SPSS 26 output reported in the thesis, 2026.

Classical-assumption findings. Residual normality was narrowly supported because $p = 0.053$ was only slightly above 0.05. The collinearity statistics were satisfactory: tolerance of 0.592 remained above 0.10 and VIF of 1.688 remained below 10. These values mean that price and quality shared some variance but not enough to make the coefficients unstable under the conventional rule. The uncertainty concerns heteroskedasticity. The table called a heteroskedasticity test appears identical to the regression coefficient output and explicitly reports sales revenue as the dependent variable. It therefore cannot provide clear evidence that residual variance is constant.

Regression equation. The unstandardised coefficients yield $Y = 5.707 + 0.165X_1 + 0.500X_2$. Holding product quality constant, a one-unit increase in the price perception score is associated with a 0.165-unit increase in the revenue score. Holding price constant, a one-unit increase in the quality score is associated with a 0.500-unit increase in revenue. The positive signs indicate direction, while statistical tests determine whether each association is distinguishable from sampling variation.

Partial effect of price. Price produced $t = 1.502$ and $p = 0.137$. Since p exceeded 0.05 and the absolute t -statistic was below the reported t -table value of 1.993, H_1 was not supported. This finding does not mean that price is irrelevant to the business. It means that, after accounting for quality and within the range of perceptions observed in the sample, the study did not obtain sufficient evidence of a distinct linear price effect on the revenue score.

Several contextual mechanisms may explain the non-significant price result. First, prices among nearby producers may be relatively similar, leaving insufficient variation to explain revenue. Second, red bricks are heavy and transport costs can exceed small unit-price differences, causing buyers to prioritise proximity and delivery. Third, brick purchases are often project-based and negotiated by quantity, so the effective transaction price differs from a simple listed price.

Fourth, buyers may tolerate a higher price when quality reduces breakage and rework. Fifth, the price scale measures perceptions of affordability and value, not an audited monetary price series.

A further interpretation concerns market necessity. When a construction project requires a certain quantity and specification, demand may be less sensitive to modest price changes in the short term. Contractors and households may first identify products that satisfy minimum quality and availability requirements, then negotiate among acceptable suppliers. In such a decision sequence, price matters as a screening and negotiation variable but may not independently predict perceived revenue once quality is included.

Partial effect of product quality. Product quality produced $t = 4.946$ and $p < 0.001$, supporting H2. Its standardised coefficient was $\beta = 0.557$, substantially larger than the price β of 0.169. This result identifies quality as the stronger predictor in the estimated model. Strength, resistance to breakage, suitable raw materials, dimensional conformity, and dependable overall performance are therefore closely associated with better sales revenue perceptions among East Sekotong respondents.

Quality has direct economic consequences in brick transactions. Bricks that break during loading or transport reduce the usable quantity delivered. Irregular dimensions increase mortar consumption and slow masonry. Insufficient firing can result in fragility and moisture problems, whereas overfiring can distort shape. Buyers learn these differences through experience and through recommendations from masons and contractors. Consistent producers can consequently obtain repeat orders, reduce complaints, and protect their reputation.

The positive quality coefficient is consistent with the argument that a durable construction input generates value beyond appearance. Quality lowers the buyer's total installed cost even when the unit price is not the lowest. This distinction is important for small producers: competing solely through discounts may reduce the funds available for clay preparation, fuel, sorting, and careful firing, which can ultimately damage the attribute that most strongly relates to revenue.

Simultaneous effect and explanatory power. The regression sum of squares was 119.715 and the residual sum of squares was 141.031, producing $F(2,72) = 30.559$ with $p < 0.001$. H3 was therefore supported: price and product quality jointly had a significant relationship with sales revenue. $R = 0.678$ indicates a moderately strong multiple correlation. R square of 0.459 means the model accounted for 45.9% of observed variation, while adjusted R square of 0.444 corrects for the number of predictors and sample size.

The unexplained 54.1% should not be treated as statistical error alone. Red brick revenue may also depend on production capacity, number and size of orders, seasonality of construction, weather during drying, fuel availability, labour, access to working capital, delivery vehicles, distance to customers, relationships with contractors, promotion, service, credit terms, payment collection, and competition from concrete blocks or other wall materials. Future models should measure these factors rather than assuming that price and quality form a complete explanation.

Test/Variable	B	Beta	Statistic	p-value	Decision
Constant	5.707	-	$t = 3.874$	<0.001	-
Price (X1)	0.165	0.169	$t = 1.502$	0.137	Not significant

Test/Variable	B	Beta	Statistic	p-value	Decision
Quality (X2)	0.500	0.557	t = 4.946	<0.001	Significant
Joint model	-	-	F = 30.559	<0.001	Significant
Model fit	R = 0.678	R ² = 0.459	Adj. R ² = 0.444	-	45.9% explained

Table 2. Multiple Regression and Hypothesis Tests

Source: SPSS 26 output reported in the thesis, 2026.

Comparison with previous studies. The price result aligns with studies in which price does not independently predict sales after other factors are controlled, but differs from research reporting a significant negative or positive effect. Such variation is plausible because price sensitivity depends on income, product substitutability, information, transaction size, and distribution costs. The positive quality finding supports studies showing that better products strengthen buying decisions and revenue. It differs from settings where brand, religiosity, promotion, or availability may dominate perceived quality. These comparisons reinforce the need for product-specific and place-specific analysis.

Managerial priority: standardise quality. Producers should define basic acceptance criteria for raw clay, mixture preparation, dimensions, drying, firing, colour, soundness, and breakage. A simple batch sheet can record production date, clay source, number moulded, number successfully fired, fuel use, rejected units, and buyer complaints. Measuring rejection and breakage converts quality from a general promise into an operational control variable. Producers can then identify the stages where losses occur and calculate the actual cost of defective output.

Raw-material and process control. Clay should be sorted and prepared consistently, with unwanted stones and organic matter removed. Moisture must support moulding without causing excessive shrinkage. Bricks should be dried gradually and protected from unexpected rain. Kiln stacking must allow heat circulation, while firing time and temperature should be controlled as consistently as local technology permits. Cooling should be gradual before handling. These practices require training and discipline more than expensive machinery, although appropriate equipment can improve consistency.

Dimensional conformity can be improved by maintaining moulds, using simple gauges, and periodically checking length, width, thickness, edges, and visible cracks. Producers can classify output into transparent grades rather than mixing superior and defective bricks. Grade-based selling protects buyer expectations and makes price differences understandable. A premium grade may target contractors needing consistency, while a standard grade serves cost-sensitive household projects. Rejected bricks should be recorded and, where technically safe, directed to non-structural or recycled uses rather than represented as first-grade output.

Pricing strategy. Although the partial price effect was not significant, producers still need cost-based and market-aware pricing. The minimum sustainable price should include clay extraction or purchase, labour, moulding, drying losses, fuel, kiln loading, sorting, handling, transport, depreciation, financing cost, and a profit margin. Household labour should not be treated as free. Once the full cost per saleable brick is known, producers can evaluate discounts by order size without unknowingly selling below cost.

Price communication should emphasise total value. A quotation can specify grade, dimensions, estimated breakage tolerance, quantity, loading responsibility, delivery radius, transport charge, payment timing, and replacement conditions. Buyers can then compare equivalent offers rather than selecting only the lowest number. Transparent terms also reduce disputes about damaged units or delivery. Periodic competitor monitoring remains useful, but price imitation without knowing another producer's cost structure is risky.

Marketing and customer relationships. Quality improvements generate revenue only when buyers know about them. Producers can develop a shared catalogue containing photographs, grades, dimensions, capacity, prices, delivery areas, and contact information. Relationships with masons, building-material shops, village contractors, developers, and household builders can generate referrals. Customer records should capture order date, quantity, product grade, payment status, complaint, and repeat purchase. Even simple bookkeeping can reveal which segments are most profitable and dependable.

Digital promotion can complement local networks. Social media and messaging applications are suitable for showing the moulding and firing process, available stock, delivery activity, and evidence of uniform products. Content should be factual and consistent; exaggerated strength claims without testing can damage trust. A producer group can assign younger members to manage enquiries and location sharing. Digital visibility is especially useful for reaching buyers outside the immediate hamlet, although transport economics must be calculated before accepting distant orders.

Working capital and production scheduling. Revenue can be constrained even when demand exists if producers cannot purchase fuel, hire labour, or arrange transport. Deposit-based orders can reduce the financing gap. A producer savings group or cooperative revolving fund may provide short-cycle capital linked to confirmed orders. Production schedules should integrate weather forecasts, kiln capacity, drying space, and delivery deadlines. Reliable lead times are themselves a service-quality attribute and can support repeat business.

Collective action. Individual microenterprises may struggle to satisfy large orders or maintain continuous supply. Producer groups can aggregate capacity while preserving household ownership. Shared standards, batch allocation, joint purchasing of fuel, common transport, and coordinated marketing can reduce cost and improve consistency. Governance rules are essential: order distribution, quality rejection, group fees, payment timing, and complaint responsibility should be written and transparent. Without clear rules, collective marketing can create internal conflict.

Government and university support. Village and district institutions can map producers, kilns, employment, capacity, raw-material sources, and environmental impacts. Training should cover production quality, occupational safety, bookkeeping, digital marketing, and business legality. Universities can assist with simple product testing, process experiments, cost models, and market research. Support should be evaluated through measurable outcomes such as lower breakage, higher saleable yield, more repeat buyers, shorter payment cycles, and increased net income rather than through the number of training events alone.

Environmental sustainability. Red brick production depends on soil extraction and fuel combustion. Business development should therefore consider the depth and location of clay extraction, rehabilitation of excavated areas, efficient kiln design, alternative fuels, smoke exposure, and community impacts. Quality improvement can support sustainability because

fewer defective bricks mean less clay, fuel, and labour wasted per saleable unit. Environmental compliance and safer production can also become part of the industry's long-term legitimacy.

Occupational safety. Clay preparation, moulding, heavy lifting, kiln work, smoke, heat, and transport create risks. Basic measures include gloves where appropriate, safe lifting practices, drinking water, shaded rest areas, controlled access to hot kilns, ventilation, dust and smoke reduction, and maintenance of carts and vehicles. A strategy that increases output without protecting workers may raise revenue temporarily while generating health costs that weaken household welfare.

Statistical caution and robustness. The significance of quality should be interpreted in light of the unclear heteroskedasticity diagnostic. If residual variance changes with predicted revenue or quality, ordinary least-squares coefficients remain unbiased under standard exogeneity assumptions, but conventional standard errors may be unreliable. Reanalysis should plot residuals against fitted values, conduct a clearly labelled Glejser, Breusch-Pagan, or White test, and report heteroskedasticity-robust standard errors. The raw dataset would also permit examination of influential observations and non-linear relationships.

Construct validity also deserves attention. Some dependent-variable items explicitly mention price and quality, creating conceptual overlap between predictors and outcome. This wording can inflate relationships because respondents are asked to affirm the presumed connection within the revenue scale itself. Future instruments should measure revenue independently through sales turnover, quantity sold, number of orders, repeat-customer share, or percentage change over a defined period. Predictors should then be measured separately using buyer perceptions or objective quality indicators.

Sampling and unit of analysis. The thesis alternately describes respondents as consumers, business owners, and actors involved in production and sales. These groups observe different phenomena. Consumers can judge affordability and perceived quality but may not know producer revenue; owners know revenue but may evaluate their own quality favourably; workers may know production but not market transactions. Future studies should define a single unit of analysis or use a multi-respondent design that links buyer evaluations with producer sales records.

Practical implementation roadmap. During the first three months, producers and village facilitators can establish a baseline of costs, output, rejection, prices, and buyers; define two or three transparent grades; and introduce batch records. In months four to six, they can pilot standard quotations, customer records, shared promotion, and basic process improvements. In months seven to twelve, the group can negotiate retail and contractor partnerships, test improved kiln or drying practices, and compare net income and breakage with the baseline. Statistical follow-up should use clearly defined outcomes and robust analysis.

The study's broader implication is that rural manufacturing competitiveness is not achieved by the cheapest possible product. It emerges from a bundle of value: reliable quality, appropriate price, timely delivery, transparent terms, and trusted relationships. East Sekotong producers already possess local resources and practical knowledge. By converting that knowledge into standards, records, and credible market communication, they can improve revenue while protecting margins and buyer confidence.

POLICY AND BUSINESS IMPLICATIONS

For producers, the statistical result translates into a clear sequence of action. The first investment should be in process consistency rather than an immediate price reduction. Each

enterprise can begin with a weekly record of clay source, units moulded, drying losses, fuel use, firing losses, saleable output, selling price, transport cost, and payment received. After several cycles, these records reveal the real yield and cost per saleable brick. Producers can then establish a defensible floor price and identify which quality defects consume the largest share of resources. This approach connects the significant quality coefficient with practical control of income and profit.

For village government and MSME agencies, assistance should combine technical, commercial, and environmental components. Technical support can introduce simple dimensional gauges, moisture and firing discipline, sorting, and safe kiln operation. Commercial support can develop standard quotations, bookkeeping, customer databases, product photographs, and links to retailers and contractors. Environmental support should promote responsible clay extraction, rehabilitation of excavated land, efficient fuel use, and reduced smoke exposure. Programmes should publish baseline and follow-up indicators so that success is assessed through lower rejection, higher saleable yield, repeat orders, and net business income.

For buyers and market partners, transparent product grading can improve trust. A grade description should state dimensions, visible-defect tolerance, expected handling, delivery terms, and procedures for documenting breakage. Building-material shops and contractors can provide structured feedback after delivery, allowing producers to distinguish production defects from transport damage. Longer-term purchase relationships may then be based on verified performance rather than informal claims. Where local testing facilities are available, periodic strength, absorption, and dimensional checks can support quality communication without imposing unrealistic certification costs on microenterprises.

For researchers, the next study should create a cleaner link between business inputs and objective outcomes. A panel design could follow producer-level monthly price, quantity sold, turnover, production cost, rejected units, delivery distance, and customer type for at least one construction cycle. Buyer ratings of quality should be linked to the relevant producer batch rather than mixed with owner self-assessment. Such data would permit robust regression, mediation analysis of repeat purchases, and testing of whether quality allows a sustainable price premium. The resulting evidence would more directly support local industrial policy and enterprise decisions.

CONCLUSION

The study demonstrates that price and product quality jointly have a significant relationship with red brick sales revenue in East Sekotong Village. The estimated model is $Y = 5.707 + 0.165X_1 + 0.500X_2$, with $F = 30.559$ and $p < 0.001$. R square of 0.459 indicates that the two predictors explain 45.9% of variation in the revenue construct, while 54.1% is associated with factors outside the model. The instrument was reported valid and reliable, residual normality was narrowly supported, and multicollinearity was not problematic.

Partially, price was positive but not statistically significant ($t = 1.502$; $p = 0.137$), whereas product quality was positive and significant ($t = 4.946$; $p < 0.001$). The practical priority is therefore consistent strength, durability, dimensions, firing, sorting, and resistance to breakage. Price should be managed through full-cost calculation, transparent grades, competitive monitoring, and clear transaction terms rather than indiscriminate discounting. Marketing, customer records, working capital, delivery reliability, collective action, occupational safety, and environmentally responsible production should complement quality improvement.

The conclusions require caution because the thesis's heteroskedasticity output is not clearly a residual-based diagnostic, the dependent construct includes items that reference price and quality, and respondent roles are heterogeneous. Future research should separate consumers and business owners, use objective monthly sales and price data, report reliability by construct, test residual assumptions transparently, and apply robust standard errors where necessary. These improvements would provide stronger evidence for decisions by producers, village government, MSME agencies, and researchers.

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