

**ANALYSIS OF INVENTORY MANAGEMENT STRATEGIES IN
DM BARU & ALFAMART RETAIL STORES**

**ANALISIS STRATEGI MANAGEMENT PERSEDIAAN PADA
TOKO ECERAN DM BARU & ALFAMART**



Submitted by

ALYUNDA DELLIVIA

20180410253

**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2022

ANALYSIS OF INVENTORY MANAGEMENT STRATEGIES IN

DM BARU & ALFAMART RETAIL STORES

UNDERGRADUATED THESIS

Submitted as a Partial Fulfillment of the Requirement for the Attainment of the
Degree of Bachelor of Economics in Faculty of Economics and Business Department
of Management Universitas Muhammadiyah Yogyakarta



Submitted by:

ALYUNDA DELLIVIA

20180410253

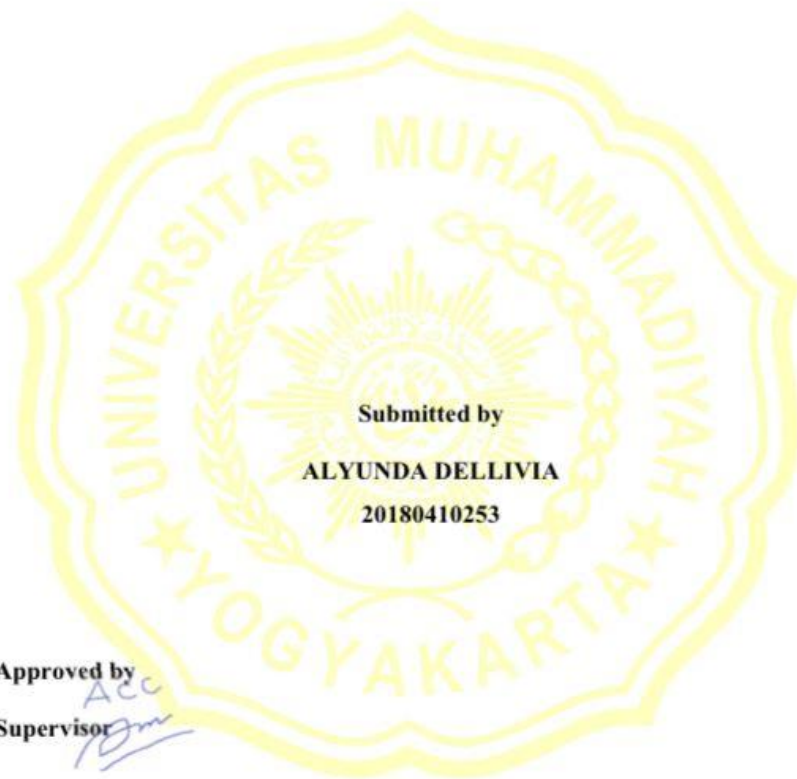
MANAGEMENT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2022

UNDERGRADUATE THESIS
ANALYSIS OF INVENTORY MANAGEMENT STRATEGIES IN
DM BARU & ALFAMART RETAIL STORES



Approved by
Supervisor

Punang Amaripuja, S.E., S.T., M.IT
NIP. 19701012 200501 1 013

18 Maret 2022

DECLARATION PAGE

I hereby:

Name : Alyunda Dellivia

Student number : 20180410253

Declared the Undergraduated Thesis entitled **“ANALYSIS OF INVENTORY MANAGEMENT STREATEGIES IN DM BARU & ALFAMART RETAIL STORES”** its content is truly the word of my own and I did not plagiarism or quotation in ways that are inconsistent with the prevailing ethics in the scientific communnity. On this statement, I am ready to bear any risk, or any sanction imposed to me in accordance with the applicable regulations, if in the future it is found any brench of scientific ethics, I am willing to accept the consequences.

Yogyakarta, March 19, 2022



Alyunda Dellivia

MOTTO

الصَّبْرُ يُعِينُ عَلَى كُلِّ عَمَلٍ

As-Shabru yu'iinu 'ala kulli 'amalin

Patience helps all jobs.

DEDICATION PAGE

Alhamdulillah rabbi'alamiin, Thanks to Allah SWT the most gracious and the most merciful who has given me his mercing and blessing so that this undergraduate thesis can be completed. I would dedicate this undergraduate thesis to :

1. My Parents,. Ayah Alamsyah and Ibu Ayu Astuti, Who always gives the best for me and my brothers and sisters. Who always support me in everything I do. Because of your help and prayers I was able to complete this research. This achievement is my special offering to My Parents.
2. Punang Amaripuja, S.E., S.I. M.IT. as my supervisor who always given me the best advice, knowledge, and also his time. So, I can complete this undergraduate thesis.
3. Mam Dr. Indah Fatmawati, SE,M.Si and Mr. Radyan Dananjoyo, SE., MM., M.Sc., Ph.D who always gives a lot of good things and always cares for the International program of management class.
4. To my little brother and sister Ahmad Firji Altra Zaki, Altra Biasillah Yasugi, and Alyunda Naifa Gadi, thank you for being my best part of my happiness. I really hope you will be more successful in the future.
5. I am very grateful to Hattial Akbar, who without complaining accompanied me from the beginning of my college in Jogja to the end of my graduation. Without your help of course I will feel a lot of difficult.

6. I would like to say thx to the kindness people I have ever met in Yogyakarta, my sisters, who know me so well, Adhinta Nur itot, Siti Masruroh, Nauril, Odit, Jeje, Cipa, Jo,Siti. Thank you for always being there, sharing a lot of story and Thankyou for our experinces and togetherness.
7. To all my friends and relatives that I can't mentions one by one.

PREFACE

Alhamdulillahirabbil 'alamin, all praise and gratitude we always pray to Allah SWT because of all His grace, blessings and will, the researcher was able to complete this thesis. Sholawat and greetings always go to Prophet Muhammad SAW. who has brought His people from darkness to victory.

Alhamdulillah, the researcher was able to complete this final project with the title "**Analysis Of Inventory Management Strategies In New Dm & Alfamart Retail Stores**". This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. Researchers took this topic in the hope of providing new knowledge for readers about how the existing inventory management system in a retail store, and also as a forum for suggestions for the two research objects, namely Alfamart and the new DM. The struggle and effort in writing this thesis cannot be separated from the many important roles of parties who took the time, expressed ideas and thoughts, shared experiences, provided support and motivation, and accompanied them with prayers. Therefore, the researcher would like to thank all parties involved, including:

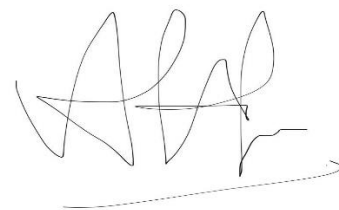
1. Mr. Dr. Ir. Gunawan Budiono, M.P., IPM, as the Chancellor of the University of Muhammadiyah Yogyakarta.

2. Mr. Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak., CA., CRP, as the Dean of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta.
3. Mrs. Dr. Rr. Sri Handari W, S.E., M.Sc., as the Head of the Management Study Program at Muhammadiyah University of Yogyakarta.
4. Punang Amaripuja, S.E., S.I. M.IT, as Thesis Advisor who has taken the time, energy, and thoughts in guiding, directing, and sharing his knowledge with researchers.
5. All parties from PT. ALFARIA TRIJAYA and DM Baru GROUP, especially DM 1, Jl. Pleret, DM 7 Jalan Bantul, Alfamart UMY Jl. Sunan Kudus, Alfamart Jl. Wijoseno No.149, Alfamart Jl. South Ring Road No. 124 those who have given permission and helped researchers to carry out this research.
6. Mrs. Ayu Astuti and Mr. Alam Syah as the researcher's beloved parents, who have fulfilled moral and material needs since the researcher lived in the world until now. Researchers are grateful to have been raised by both very great parents.
7. All parties who have provided support, assistance, convenience and enthusiasm in the process of completing this Final Project.

May Allah repay the kindness of all parties involved for their respective kindness. Researchers hope that God will always provide physical and spiritual health to all of us. Amen Ya Rabbal 'aalamiin. The researcher realizes that in writing this thesis there

are shortcomings and far from perfection, so that researchers need input in the form of criticism and suggestions from readers and the development of further research which is very necessary for the depth of writing this topic. Hopefully this thesis can be useful as it should be.

Yogyakarta, March 19, 2022

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines, positioned above a horizontal line.

Alyunda Dellivia

TABLE OF CONTENT

DECLARATION PAGE.....	vi
MOTTO	vii
DEDICATION PAGE.....	viii
ABSTRACK	ix
TABLE OF CONTENT	x
I. INTRODUCTION	17
A. Research Background	17
B. Research Question	20
C. Research Objective	21
D. Benefit of Research.....	22
II. LITERATURE REVIEW.....	23
A. Theoretical Framework.....	23
1. Inventory.....	23
2. Inventory Management.....	24
3. Inventory Management System	25
4. Retail Store	25

5.	Application of Inventory Management in a Retail Store	26
B.	Previous Research Results	28
C.	Research Scheme	33
III.	RESEARCH METHOD.....	34
A.	Qualitative research methods	34
B.	Research Object and Subject	34
C.	Data Type.....	35
D.	Sampling Technique	35
E.	Data Collection Technique	36
F.	Qualitative Research Quality Test	36
G.	Data Analysis Technique	37
H.	Term Use In The Research	42
IV.	DISCUSSION.....	45
A.	Overview of the Companies.....	45
B.	Overview of Informants	47
C.	Inventory Management at DM Baru	50
D.	Inventory Management at Alfamart.....	54
E.	Comparison between Inventory Management at DM Baru and Alfamart....	56

F.	EFE/IFE and SWOT Analysis at DM Baru	57
G.	EFE/IFE and SWOT Analysis at Alfamart.....	71
H.	Discussion and Comparison of SWOT and IEF/EEF Analysis	85
I.	Fishbone Analysis of DM Baru	86
J.	Fishbone Analysis of Alfamart	88
K.	Discussion and Comparison of Fishbone Analysis.....	90
L.	Integrated Discussion and Comparison	92
V.	CLOSING	95
A.	Conclusion	95
B.	Suggestion.....	97
C.	Limitations of the Study.....	100
D.	Recomendations for Further Research.....	100
	REFERENCES.....	102
	ATTACHMENT	104
A.	Coding 1, Head of Warehouse	104
B.	Coding 2, Store Manager of DM 7	109
C.	Coding 3, Warehouse Staff.....	116
D.	Coding 4, Head of Alfamart Store	121

E.	Coding 5, Crew of Alfamart Store	128
F.	Coding 6, Adi Adnan Crew Alfamart Ringroad Umy	134
M.	Layout Alfamart.....	140
N.	Hasil Poin Rating Dm Baru	141
O.	Hasil Poin Rating Alfamart.....	156
P.	Turnitin	181