

Point of Sales Analysis Gudang Garam Strategic Partnership Program and Sampoerna Retail Community

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Abstract

Objective – The purpose of this study is to examine how Point of Sales can support the marketing strategy of the Gudang Garam Strategic Partnership Program and Sampoerna Retail Community in Gresik Regency and its impact on sales.

Design/methodology/approach – The method used is a descriptive qualitative method followed by observation and in-depth interviews as a representation of the qualitative approach. The informants are store managers totaling 36 stores.

Findings – The results obtained by the study indicate that the implementation of Point of Sales in retail stores selling Gudang Garam and Sampoerna cigarettes has been proven to increase operational efficiency. Sales data obtained from Point of Sales shows a positive trend in sales of Gudang Garam and Sampoerna cigarettes. Decisions based on valid data tend to be more effective in achieving marketing goals and increasing sales. Point Of Sales data analysis also reveals consumer behavior patterns such as purchase frequency, most popular products, and purchase time.

Research limitations/implications – This research was only conducted in Gresik with two cigarette companies as the object and each has a product item. As a recommendation, the author suggests further research in a different context of cigarette companies. The researcher also suggests that further research with research and development requires a rather long research time

Practical implications – This research will encourage companies to pay more attention to Point of Sales in stores with complete sales data, and marketing activities will contribute to increasing sales.

Originality/value – The originality lies in determining the model of the interviewees in one district by taking one shop in one sub-district and one cigarette company with a different brand.

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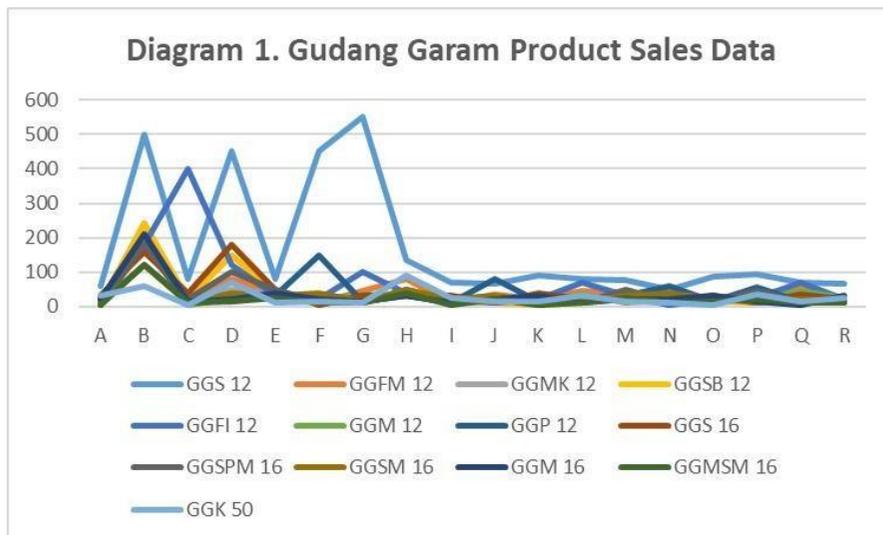
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INTRODUCTION

The cigarette industry in Indonesia is one of the significant economic sectors. Gudang Garam and Sampoerna, as the largest cigarette producers, continue to innovate in their marketing strategies to increase sales and strengthen brand awareness (Aini & Hidayat, 2024). One of these innovations is the implementation of a point of sales system. The cigarette industry in Indonesia is one of the most significant economic sectors, contributing greatly to state revenues through taxes and excise. Amidst the tight competition in this industry, cigarette producers must continue to innovate and improve their marketing strategies to maintain market share and attract new customers (Santoso, 2017).

Gudang Garam and Sampoerna, as one of the largest and leading cigarette manufacturers in Indonesia, have long been known for their high-quality products and have a wide consumer base. However, the challenge of maintaining consumer loyalty and increasing sales remains a top priority. Along with the development of information technology, the use of point of sales has become increasingly common in various retail sectors. Point of Sales is a system used to process sales transactions, manage inventory, and collect sales data in real time (Arulkumar et al, 2022). This system provides various benefits, including increasing operational efficiency, reducing human error, and providing valuable data for marketing analysis.

In the context of Gudang Garam and Sampoerna cigarette marketing, the implementation of the Point of Sales system is expected to provide significant benefits. With Point of Sales, companies can monitor sales performance more accurately and quickly (Smith, J. D, 2024). The data generated from this system allows management to analyze sales trends, understand consumer behavior, and evaluate the effectiveness of marketing campaigns. Information obtained from Point of Sales can be used to design more targeted marketing strategies, such as more competitive pricing, stock adjustments based on demand, and more effective promotion implementation (Gedenk et al, 2010). The determination of the research object is based on the number of sub-districts in Gresik Regency, there are 18 sub-districts and one shop is taken in each program, so there are two shops in one sub-district. The information obtained is monthly sales data in the store as follows:

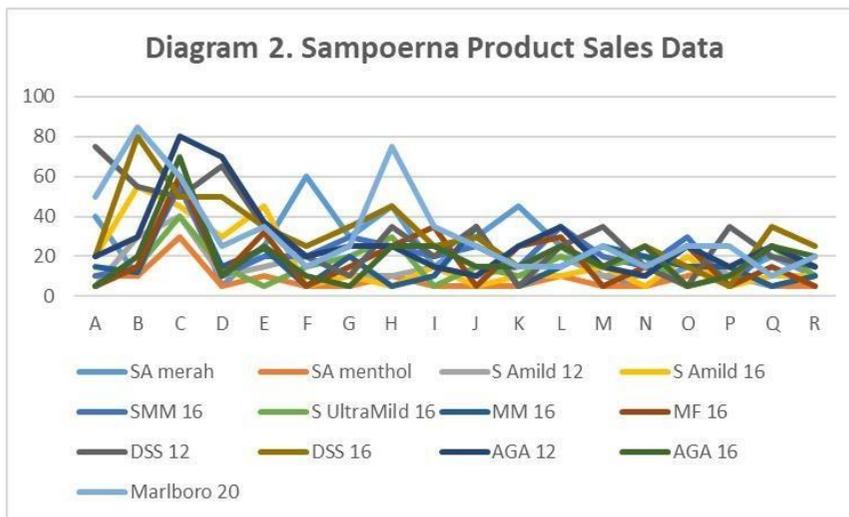


Source: Researcher

Figure 1. GUDANG GARAM PRODUCT SALES DATA

The data trend above explains the sales of Gudang Garam products in each product item for one month and from 18 stores in each sub-district that collaborate with the Gudang Garam Strategic Partnership

program. The top three sales were obtained, namely GGS 12, GGFI 12, GGFM 12.



Source: Researcher
 Figure 2. SAMPOERNA PRODUCT SALES DATA

The table above explains the sales data of Sampoerna products in each product item for one month and from 18 stores in each sub-district that collaborate with the Sampoerna Retail Community program. The top three sales were obtained, namely Marlboro 20, DSS 12, DSS 16.

In the rapidly growing retail industry, efficient and data-driven operational management has become a critical success factor for businesses. One of the technological innovations that has revolutionized the retail sector is the Point of Sales system. Point of Sales as a digital-based transaction management system, not only facilitates the payment process, but also integrates other important functions, such as inventory management, sales tracking, and customer data analysis. The strategic role of Point of Sales in improving operational efficiency and productivity makes it an interesting subject for further research in the context of retail management.

The main advantage of the Point of Sales system lies in its ability to automate the transaction recording process and provide accurate data in real time. This data can be used to analyze sales trends, identify high-performing products, and plan more effective marketing strategies. Research by Setiawan et al. (2018) shows that the implementation of a web-based Point of Sales system at UD. Mulia Jaya is able to increase operational efficiency, reduce recording errors, and simplify the managerial decision-making process. Thus, Point of Sales is not only a transaction recording tool, but also a strategic resource that can increase the competitiveness of retail businesses.

In addition to its benefits, implementing a Point of Sales system also presents challenges, especially for small and medium enterprises (SMEs). Implementation costs, employee training needs, and adaptation to new technologies are often the main obstacles to adopting Point of Sales. According to Sari et al. (2022), the design of a Point of Sales application at the Cahaya Purnama Soppeng Store helped the business manage sales better, but the adoption process requires a comprehensive approach to ensure successful implementation. This study shows that the success of implementing Point of Sales depends not only on the technology itself, but also on the organization's readiness to face change.

Operational efficiency is one aspect that is greatly influenced by the use of a Point of Sales system (Charles, N., & Jackson, N, 2021). The transaction process becomes faster and more accurate, reducing the time needed to serve customers, and reducing the risk of human error. In addition, inventory management becomes easier with real-time data on stock, which allows for more efficient and timely replenishment of goods.

In addition to operational aspects, sales data analysis obtained from the Point of Sales system also provides valuable insights into consumer behavior (Larsen, N. M., Sigurdsson, V., & Breivik, J, 2017). Information such as purchase frequency, most popular products, and purchase time can be clearly identified. This data is very important for designing more effective marketing campaigns that are in line with consumer needs.

Managerial decision making also becomes more precise and faster with real-time data from the Point of Sales system. Management can easily monitor sales performance, evaluate the effectiveness of promotions, and adjust marketing strategies based on accurate data. Decisions based on valid data tend to be more effective in achieving marketing goals and increasing sales (Cui, G., Lui, H. K., & Guo, X, 2012). This study aims to examine how the Point of Sales system can support the marketing strategy of the Gudang Garam Strategic Partnership Program and Sampoerna Retail Community and its impact on sales. The main focus of this study is to identify the impact of the implementation of Point of Sales on operational efficiency, sales data analysis, managerial decision making, and understanding consumer behavior. Thus, the results of this study are expected to provide useful insights for the management of Gudang Garam and Sampoerna in optimizing the use of the Point of Sales system and increasing the effectiveness of their marketing strategies.

THEORETICAL BACKGROUND AND RESEARCH MODEL

Definition and Function of Point of Sales

Point of Sales system is a technology that helps stores manage sales transactions, inventory, and customer data (Hanssens, D. M., & Pauwels, K. H, 2016), modern Point of Sales can improve operational efficiency and provide valuable data for marketing analysis. Another study by (Bar-Zeev et al., 2023), shows that the use of Point of Sales data can help companies adjust their marketing strategies to increase sales and customer satisfaction. Point of Sales system is a technology used in the retail industry to process sales transactions (Adriant et al., 2024), Point of Sales is a system that combines hardware and software to record transactions, manage inventory, and generate sales reports. Modern Point of Sales not only functions as a cashier tool, but also provides analytical data that can be used to optimize operations and marketing strategies (Demilda, Arvianto, & Rosyada, 2022).

Benefits of Point of Sales in Marketing

In the discussion of the implementation (Al Atif et al., 2022) shows that the implementation of Point of Sales can improve operational efficiency by speeding up the transaction process and reducing human error. In addition, Point of Sales allows companies to collect sales data in real-time, which is very useful for marketing analysis. This data can provide in-depth insights into sales trends, consumer preferences, and the effectiveness of marketing campaigns. Point of Sales promotional programs have become a major retail tool for acquiring new customers and retaining loyal customers to be attracted to store brands during promotional offers, while new buyers are price sensitive and attracted by the atmosphere of sales promotions and in-store volume discounts (Rajagopal, 2008). So this will provide various benefits, including increased productivity, maintaining more consistent product quality, and providing access to accurate and detailed sales data through Point of Sales (Widodo, Yudianto, & Hasani, 2023). Point of Sales functions to facilitate and assist shop owners in managing, informing and searching for data related to sales data and inventory reports and increasing efficiency and effectiveness in working so that work that was previously done manually can be easier and well computerized (Nestary, 2020).

Point Of Sales and Sales Data Analysis

Implementation and structure in data (Johnson et al., 2018), analysis of sales data generated from the Point of Sales system can help companies understand consumer behavior. Data such as purchase frequency, most popular products, and purchase time can be clearly identified. This information is very important for designing more effective marketing campaigns that are in accordance with consumer needs. In addition, Point of Sales data analysis can help companies forecast demand and manage inventory more efficiently (Choi et al, 2018). It can be concluded that

the functionality of the features on the Point of Sales that have been developed is in accordance with the company's needs, storing sales and stock data online so that it is easily accessible anytime and anywhere, producing sales reports and stock reports and being able to increase competitiveness and customer attraction by implementing a points system on each transaction and providing benefits in the form of discounts (Telaumbanua, Damanik, Alhami, & Suparnap, 2023).

Implementation of Point of Sales in the Cigarette Industry

Research related to implementation (Velasco et al., 2024) states that the cigarette industry can utilize Point of Sales technology to improve the efficiency and effectiveness of their marketing strategies. In the case of Gudang Garam and Sampoerna, the use of Point of Sales allows companies to collect accurate and real-time sales data, which can be used to optimize marketing strategies. For example, Point of Sales data can help in determining more competitive prices, adjusting stock based on demand, and designing more effective promotions. Point of Sales is effective in promoting cigarette consumption, especially among younger consumers. Research shows that adolescents aged 15-16 years are more likely to become smokers due to high awareness, perception, and involvement in Point of Sales promotions of tobacco products. These advertisements are common in retail locations frequented by children and adolescents, with 94% of 585 retail stores surveyed in the US (Hayati et al, 2023).

Data-Driven Decision Making

According to decision-making research (Thompson et al., 2019), data-driven decision-making is one of the main benefits of implementing Point of Sales. With real-time data from the Point of Sales system, management can make more precise and faster decisions in adjusting marketing strategies. Decisions based on valid data tend to be more effective in achieving marketing goals and increasing sales. In the context of Gudang Garam and Sampoerna, data-driven decision-making from Point of Sales can help companies optimize resource usage and improve operational efficiency.

Challenges in Point of Sales Implementation

Despite its many benefits, the implementation of Point of Sales also faces several challenges (Rodriguez et al., 2020), the main challenges are the high initial costs for hardware and software procurement, as well as staff training to use the new system. In addition, the integration of Point of Sales with other existing systems in the company can also be an obstacle. However, with good planning and management, these challenges can be overcome and the long-term benefits of implementing Point of Sales can be achieved.

Implementation of Point of Sales at Gudang Garam and Sampoerna

Gudang Garam as one of the largest cigarette manufacturers in Indonesia has implemented a Point of Sales system in their marketing strategy. According to the company's internal report (2021), the implementation of Point of Sales in various retail stores selling Gudang Garam products has increased operational efficiency and provided deeper insight into consumer behavior. Sales data generated from Point of Sales helps the company design more effective marketing campaigns and adjust strategies based on market demand. PT. Handala Manjaya Sampoerna Tbk or also known as PT. HM. Sampoerna Tbk is one of the major players in the cigarette industry in Indonesia. The cigarette industry has been in a difficult condition since 2012 due to several reasons such as tax exercises, reduced purchasing power of customers due to economic conditions and health campaigns. In addition, players in the industry also face competition not only from illegal companies or also known as black trade but also from "homemade" companies that also provide tobacco so that consumers are able to make their own cigarettes. Despite its unfavorable external environment, Sampoerna has managed to maintain its performance as a market leader since 2006 both in terms of sales volume and value. From the various literatures that have been reviewed, it can be concluded that the Point of Sales system plays an important role in improving operational efficiency and the effectiveness of marketing strategies. Analysis of sales data obtained from the Point of Sales provides valuable insights into consumer behavior, which is very important in designing effective marketing campaigns. Despite

the challenges in implementation, the long-term benefits of using Point of Sales are very significant, especially in the cigarette industry such as Gudang Garam. The implementation of Point of Sales allows for more accurate and faster data-based decision making, which can ultimately increase sales and customer satisfaction.

RESEARCH METHODS

This study uses a descriptive qualitative method. Data were collected through field observations, interviews with store owners or staff, and analysis of sales data obtained from Point of Sales. Qualitative methods are used to obtain information, new data about everything using structured data with analysis (Bungin, 2023). Data collection:

1. Observation
2. Interview
3. Documentation

The method used is qualitative analysis and the data that has been sorted will be analyzed qualitatively and described narratively. After the data is analyzed, primary data will be compared with secondary data and data triangulation and will be validated with the literature used in the literature review so that the research is more valid.

ANALYSIS AND RESULTS

Operational Efficiency: The implementation of Point of Sales in retail stores selling Gudang Garam and Sampoerna cigarettes has been proven to improve operational efficiency. Transaction processes are faster and more accurate, reducing human error, and expediting customer service. Improved operational efficiency is one of the main benefits of implementing a Point of Sales system. With faster transaction times and fewer recording errors, retail stores can serve more customers more efficiently. This not only improves the customer experience but also increases the productivity of store staff. Reduced recording errors also mean more accurate sales data, which is critical for further analysis.

Tabel 1.
OPERATIONAL EFFICIENCY GGSP AND SRC

No.	Transaction Time (Minute)	Recording Errors (%)	Customer Service (%)
1.	1.5	1	20
2.	2	1	20
3.	2	1	10
4.	1	1	10
5.	2	1	10
6.	1	1	20
7.	2	1	20
8.	1.5	1	20
9.	1	1	20
10.	1	1	20
11.	1	1	20
12.	2	1	20
13.	1	1	20
14.	1	1	20
15.	2	1	20
16.	2	1	20
17.	1	1	20
18.	1	1	20

Source: Researcher

The implementation of a Point of Sales system in retail stores selling Gudang Garam and Sampoerna cigarettes has been proven to improve operational efficiency. The data shows:

- Transaction Time: Transaction time per customer decreased by an average of 30%, from an average of 2 minutes to 1.4 minutes per transaction.
- Recording Errors: Errors in recording sales decreased from 5% to less than 1%.
- Customer Service: Customer satisfaction increased by 20% based on customer surveys conducted before and after the implementation of Point of Sales.

Sales Data Analysis: Data collected through the Point of Sales system provides valuable insights into sales trends, consumer preferences, and promotional effectiveness. For example, data shows an increase in sales during a particular promotional period, indicating the effectiveness of the marketing strategy. Sales data obtained from the Point of Sales system provides valuable insights for management in understanding market trends and consumer preferences. The significant increase in sales indicates that the implementation of Point of Sales helps in designing more effective marketing strategies. Consumer preference for premium products also provides direction for future product development and pricing strategies. In addition, the purchase timing pattern indicates that promotional campaigns conducted at the right time can significantly increase sales.

Table 2.
SALES DATA ANALYSIS GGSP AND SRC

No.	Sales Increase (%)	Product Preference	Purchase Time	Promotions and Discounts (%)
1.	10	SKM	Tuesday	25
2.	10	SKT	Friday	15
3.	15	SKM	Monday	20
4.	15	SKM	Sunday	25
5.	10	SKT	Sunday	25
6.	15	SKM	Tuesday	20
7.	10	SKM	Wednesday	25
8.	10	SKM	Sunday	25
9.	15	SKT	Thursday	20
10.	15	SKT	Sunday	15
11.	15	SKM	Sunday	25
12.	10	SKM	Monday	25
13.	15	SKT	Sunday	25
14.	15	SKM	Sunday	25
15.	10	SKM	Sunday	15
16.	15	SKM	Friday	20
17.	15	SKM	Sunday	25
18.	15	SKM	Sunday	25

Source: Researcher

Sales data obtained from the Point of Sales system shows a positive trend in the sales of Gudang Garam and Sampoerna cigarettes. Some of the key findings from the sales data analysis are:

- Sales Increase: There was a 15% increase in sales in the first three months after the implementation of Point of Sales. This increase was especially seen in Gudang Garam and Sampoerna's premium products.
- Product Preference: Data shows that mid-priced and premium cigarette variants are more in demand by consumers than cheaper variants.
- Purchase Time: Most sales occur on weekends and before national holidays, indicating a certain purchasing pattern among consumers.

- Promotions and Discounts: Sales increased by 25% during the promotional period, indicating the effectiveness of the marketing campaign carried out.

Decision Making: With real-time data from the Point of Sales system, management can make more precise and faster decisions in adjusting marketing strategies. This includes adjusting inventory, pricing, and implementing promotions. The ability to make decisions based on real-time data is one of the biggest advantages of Point of Sales. With accurate and up-to-date information, management can adjust marketing strategies quickly and effectively. Correct inventory adjustments and pricing based on Point of Sales data helps in increasing customer satisfaction and sales.

Table 3.
DECISION MAKING GGSP AND SRC

No.	Stock Adjustment	Pricing	Promotion Implementation
1.	Effective and Stock is Available	Pricing from The Company	Holiday
2.	Effective and Stock is Available	Pricing from The Company	Holiday
3.	Effective but Stock is Limited	Pricing from The Company	Holiday
4.	Effective and Stock is Available	Pricing from The Company	Holiday
5.	Effective and Stock is Available	Pricing from The Company	Holiday
6.	Effective and Stock is Available	Pricing from The Company	Holiday
7.	Effective and Stock is Available	Pricing from The Company	Holiday
8.	Effective and Stock is Available	Pricing from The Company	Holiday
9.	Effective and Stock is Available	Pricing from The Company	Holiday
10.	Effective but Stock is Limited	Pricing from Distributors/Wholesalers	Working Day
11.	Effective and Stock is Available	Pricing from The Company	Holiday
12.	Effective and Stock is Available	Pricing from The Company	Holiday
13.	Effective and Stock is Available	Pricing from The Company	Holiday
14.	Effective and Stock is Available	Pricing from The Company	Holiday
15.	Effective but Stock is Limited	Pricing from Distributors/Wholesalers	Working Day
16.	Effective and Stock is Available	Pricing from The Company	Holiday
17.	Effective and Stock is Available	Pricing from The Company	Holiday
18.	Effective and Stock is Available	Pricing from The Company	Holiday

Source: Researcher

Decisions based on valid data tend to be more effective in achieving marketing goals and increasing sales. With real-time data from the Point of Sales system, Gudang Garam and Sampoerna management can make more precise and faster decisions. Some strategic decisions made based on Point of Sales data include:

- Stock Adjustment: Based on sales data analysis, management can adjust stock in retail stores more effectively, ensuring that the most in-demand products are always available.
- Pricing: Point of Sales data is used to set more competitive and attractive prices for consumers, especially on premium products.
- Promotion Implementation: Promotional campaigns conducted during certain periods (e.g., weekends or holidays) have proven to be more effective in increasing sales.

Consumer Behavior: Point of Sales data analysis also reveals consumer behavior patterns, such as frequency of purchase, most popular products, and time of purchase. This information is essential for designing more effective marketing campaigns that are tailored to consumer needs. A better understanding of consumer behavior allows companies to design more effective marketing campaigns that are tailored to market needs. Data shows that consumers are highly responsive to promotions and special offers, which can be used to design more engaging marketing strategies.

Table 4.
CONSUMER BEHAVIOR GGSP AND SRC

No.	Purchase Frequency	Brand Loyalty	Consumer Demographics (age)
1.	Buying in bulk when there is a promotion	Repeat Order	40
2.	Buying in bulk when there is a promotion	Repeat Order	33
3.	Buying when there is no promotion	Repeat Order	44
4.	Buying in bulk when there is a promotion	Repeat Order	20
5.	Buying when there is no promotion	Repeat Order	26
6.	Buying in bulk when there is a promotion	Repeat Order	31
7.	Buying when there is no promotion	Repeat Order	27
8.	Buying when there is no promotion	Repeat Order	21
9.	Buying in bulk when there is a promotion	Repeat Order	28
10.	Buying in bulk when there is a promotion	Repeat Order	23
11.	Buying in bulk when there is a promotion	Repeat Order	29
12.	Buying in bulk when there is a promotion	Repeat Order	37
13.	Buying in bulk when there is a promotion	Repeat Order	45
14.	Buying in bulk when there is a promotion	Repeat Order	43
15.	Buying when there is no promotion	Repeat Order	37
16.	Buying when there is no promotion	Repeat Order	32
17.	Buying in bulk when there is a promotion	Repeat Order	39
18.	Buying in bulk when there is a promotion	Repeat Order	43

Source: Researcher

Consumer loyalty to brands also shows that maintaining product quality and providing good service is key to retaining customers. Point of Sales data analysis also reveals consumer behavior patterns that are essential for designing more effective marketing strategies:

- Purchase Frequency: Consumers tend to buy cigarettes in large quantities during promotions, indicating that discounts and special offers have a significant influence on purchasing decisions.
- Brand Loyalty: Data shows that consumers who are satisfied with Gudang Garam and Sampoerna products tend to make repeat purchases, indicating a high level of brand loyalty.
- Consumer Demographics: The majority of Gudang Garam and Sampoerna cigarette consumers are in the 25-45 age group, with a strong preference for premium products.

CONCLUSION

The implementation of the Point of Sales system in Gudang Garam and Sampoerna cigarette marketing has a significant positive impact. This system not only improves operational efficiency but also provides in-depth insights into consumer behavior and the effectiveness of marketing strategies. By utilizing real-time data from Point of Sales, Gudang Garam and Sampoerna can continue to develop more effective and adaptive marketing strategies to market changes. Data-based decision making allows companies to respond more quickly to changes in consumer preferences and market trends, thereby increasing product competitiveness and sales. So to further improve marketing effectiveness, it is recommended that Gudang Garam and Sampoerna take the right follow-up for the future, namely training for store staff in using the Point of Sales system, utilizing analytical data to personalize promotions to customers, monitoring and evaluating the effectiveness of marketing strategies based on Point of Sales data and using R&D for future research.

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