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Growth Of Business Partners On Sales Volume And Stock As Moderating Variables On Stock Points

Areu Nurbela[1], Eman Sulaiman[2*], Suwandi[3]
[1,2,3]Sekolah Tinggi Ilmu Ekonomi Cirebon, Indonesia
[*2]corresponding author's: emans.aero@gmail.com

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ABSTRACT

Purpose of the study — The purpose of this study is to identify the effect of business partner growth on sales volume with stock as a variable that affects the relationship between business partner growth and sales volume. The object of the study is business partners and sales of basic food products at the regular stock point of the Cirebon Palace. The phenomenon of an increase in the number of business partners that are relatively stable from month to month each period will be a positive thing for the growth process of a business partner, so that sales volume will increase if followed by adequate availability stock.

Research method—In this study using quantitative methods and questionnaires became the source of data obtained from respondents. The analytical methods in this study are simple regression analysis and moderation regression analysis, validity test and reliability test, classical assumption test consisting of normality test, autocorrelation test, heteroskedasticity test, multicholinearity test, and hypothesis test which includes t test, f test and coefficient of determination.

Result— The results showed that (1) the business partner growth variable has a positive effect on sales volume, (2) stock variables affect sales volume, (3) stock variables moderate the relationship between business partner growth variables and sales volume.

Conclusion— this study found that the growth of business partners has a positive effect on sales volume in the basic food product industry. The availability of stock plays a crucial role in moderating this relationship, as adequate stock levels enhance the impact of business partner growth on sales volume. Therefore, businesses should focus on expanding their network of business partners while ensuring sufficient stock to maximize sales growth and capitalize on market opportunities.

Keywords: *Business Growth, Partnership, Sales Volume, Stock or Inventory.*

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INTRODUCTION

Economic development in a region or country is basically an interaction of human resources, natural resources, capital, technology and others (Charochkina et al., 2020). As a country, Indonesia only has one goal in its national development, namely advancing the general welfare. In the current economic development, every company, especially in the field of partnerships, faces problems in attracting potential customers to become the target market for marketing their products (Tien et al., 2021). Stock Point Regular Keraton Cirebon is a special shop that aims to help micro or small businesses with retail sales to simplify the buying and selling process by making the shop a business partner in business. Not only grocery stalls, Business Centers managed by schools are also handled by regular stock points, as well as canteens, cooperatives, food stalls, and other micro businesses. According to (Raharja et al., 2021) the increasing development of retail businesses both large and small as well as the large number of supermarkets/minimarkets in various regions has led to competitive competition in the retail business, where each supermarket/minimarket tries to gain the widest possible market share, and as many consumers as possible (Corcione & COLOMBO ARDENTI, 2021). many. So with the presence of regular stock points, it will really help people who want to partner with businesses to avoid the death of small or micro stalls due to the increasing number of supermarkets/minimarkets around the community.

In a marketing effort that needs to be considered is the state of the market or the condition of its business partners (Fuciu & Dumitrescu, 2018). In today's increasingly competitive market, business people must try to reach as many business partners as possible to be able to apply the established marketing concept (He & Harris, 2020). Furthermore, a company must provide satisfaction in its relationship with business partners so that these business partners have a good and positive perception of the company and the products produced by the company. By making business partners active and loyal in shopping, the company will experience an increase in sales volume. However, apart from these problems, there are times when a customer needs an item, especially merchandise which is usually in a very fast moving cycle and at a certain point, the stock of the item is known to be out of stock. This phenomenon will further worsen the image of retailers in their operations, with out-of-stock items indicating the retailer's inability to manage existing merchandise inventory. The condition of unavailability of merchandise (out of stock) should be avoided by regular stockpoints, as well as the stockpiling of goods. This must be avoided, to prevent expired goods and damaged goods. Therefore, stock control is needed to avoid this situation.

The phenomenon of an increase in the number of business partners which is relatively stable from month to month in each period will be a positive thing for the growth process of a business partner, so that sales volume will increase if followed by adequate stock availability. Whereas if there is an out of stock or goods used up on products that consumers or business partners are interested in, will have a negative impact on sales volume which causes no sales transactions to be formed. Therefore, the result of this problem is that the large number of existing business partners does not affect sales volume, due to the unavailability of adequate stock so that prospective buyers do not purchase goods. Below is data on the growth in the number of business partners and sales volume at the regular Keraton Cirebon stock point stores in 2021.

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Table 1. Data on business partners and sales volume at SPR Keraton Cirebon

Month	Active Partnership	Sales Volume	Contr. Partnership
Jan	87	800,000,000	4%
Feb	81	950,000,000	4%
Ma	89	1,100,000,000	4%
Apr	197	1,700,000,000	9%
Mei	107	1,000,000,000	5%
Jun	183	2,000,000,000	8%
Jul	171	1,000,000,000	8%
Ags	239	2,700,000,000	11%
Sept	298	1,700,000,000	14%
Okt	263	3,700,000,000	12%
Nov	269	1,000,000,000	12%
Des	211	700,000,000	10%
TOTAL		18,350,000,000	100%

From the data on the number of business partners and sales volume in 2021 at the Cirebon Keraton Regular Stock Point above, it can be seen that there has been an increase and decrease in managing the growth in the number of partnerships each month, but not too significant. It can be seen from the percentage contribution of the number of business partners, there is a striking increase when seen from the comparison of the first quarter of the year with the final quarter of the year. In the initial quarter, the average contribution is 4%, while in the final quarter of 2021 it is 12%. If you look at the data above, the growth of business partners in the 2021 period is indeed good. However, in the September 2021 period, there was no effect between the number of business partners and sales volume. Even though the number of business partners increased, what happened was less sales volume than the following period, namely October 2021, where sales volume was very good and increased even though the number of business partners was less. This proves that the store is unable to control or manage the achievements in the growth of these business partners. However, overall, the number of business partners at the stock point has increased compared to the early period of Covid-19 which caused several small or micro stalls to experience permanent closure. So, the conclusion drawn from the description of the problem above is that the regular stock point of the Cirebon Palace has started to repair and improve, and is able to overcome these problems.

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In addition to the growth of business partners, the Stock Point Regular Keraton is still experiencing problems with stock control or inconsistent availability of goods, which results in uncertain sales volume. This indicates that the stock point store is still experiencing difficulties in attracting consumer buying interest to control purchasing power which affects sales volume from the perspective of existing stock availability. Likewise with the Cirebon Palace Regular Stock Point which is still experiencing out of stock or running out of stock of goods, especially in the staple food category. Below is sales data and empty goods in the category of staples sold at the Cirebon Palace regular stock points for the 2021 period, as a basis for research that there is an influence between inventory stock and sales.

Table 2. Data on the stock of goods (sembako) at SPR Keraton Cirebon

Period	Main Material Stock				Total Stok	Sell-Out
	Oil	Sugar	Margarine	Milk		
Jan	110	0	0	0	110	102
Feb	8	0	0	0	8	8
Mar	42	0	0	0	42	38
Apr	250	0	0	0	250	245
Mei	2,650	0	4	0	2,654	2,638
Jun	550	0	0	0	550	516
Jul	250	15	0	0	265	139
Aug	1,300	60	4	0	1,364	1,250
Sep	10,250	31	15	39	10,335	10,145
Oct	1,500	35	206	97	1,838	1,626
Nov	204	88	54	169	515	409
Dec	76	94	0	91	261	207

From the staple food stock data in table 2, it can be seen that the Cirebon Keraton Regular Stock Point store experiences ups and downs in inventory managing merchandise, there are vacancies in certain periods of the product as in the table above so that it affects sales or sell-out. Even though staple foods have consistent purchasing power in the community, they should not be empty and stocks must be stable. However, this problem is very difficult to avoid, because many factors cause this condition, such as the manufacturer has not been able to meet the demand for goods submitted by the company.

One way to analyze several factors that cause an increase and decrease in sales volume in a company is to analyze the factors that influence or not the growth in the number of business partners on sales volume when viewed from the condition of the availability of staples at the palace regular stock point store (Xia et al., 2020). Questions and answers with business partners are needed in fulfilling information on problems that occur and efforts to be taken in order to solve company problems. As are the factors that can trigger an increase or decrease in sales volume, so it is necessary to analyze how far the growth of business partners and other causal factors are affected

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METHOD

In The data analysis technique in this study is quantitative, because growth data on the number of business partners (X1) and stock availability act as moderating variables that strengthen or weaken (X2) on sales volume (Y). This research was conducted at the Stock point Regular (SPR) of the Cirebon Palace which is located on Jalan Kedung Jaya, next to the Kedung Jaya Alfamart store. The determination of the research location was chosen purposively based on the consideration that the Regular Stock Point of the Cirebon Palace is one of the stock points that provides materials needed. Data collection was carried out in 2021 as a comparison and 2022 as the research period. The research population was active partners for the June 2022 period with a total of 200 people. The objects to be studied were active partners at the Stock Point Regular Keraton Cirebon store, totaling 67 people. The sampling technique used in this research is purposive sampling method. Collection technique using a questionnaire. The research framework that will be presented is as follows:

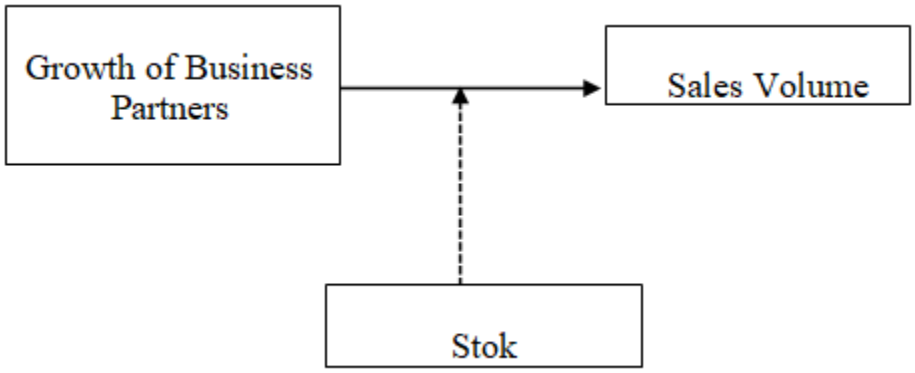

Figure 1. Research framework

The researcher's hypothesis is:

1. It is suspected that the growth of business partners at the regular stockpoint of the Cirebon palace affects sales volume.
2. Allegedly stock availability of goods affects sales volume at the Cirebon palace stockpoint.
3. It is suspected that the growth of business partners has an effect on sales volume with stock availability of goods as a moderating variable on sales volume at the Cirebon palace stockpoint.

Research Instrument Test: The validity test in this study used Pearson Correlation analysis, where if r count > r table, it means that the question is declared valid. And if r count <r table, it means that the question is declared invalid. Reliability test using data can be done with the Cronbach Alpha (α) statistical test (Ghozali, 2015).

The classic assumption test uses: 1). The normality test is carried out using the Kolmogorov-Simirnov (K-S) statistical analysis, with the proviso that a data is said to be normal if the magnitude of the significant

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value of the variable is > α=0.05 and vice versa if the significant value of the variable is <α=0. .05 then it does not meet the assumption of normality. 2). The heteroscedasticity test uses the Glejser test with the condition that if the significance value is <0.05 then heteroscedasticity occurs, or if the value is significant. 0.05, there is no heteroscedasticity. 3). Autocorrelation testing is carried out by running a test with the condition that if the Asymp. Sig (2-tailed) is less than 0.05, then there is a symptom of autocorrelation, otherwise if the Asymp. Sig (2-tailed) is greater than <0.05, so there are no signs of autocorrelation. 4). Multicollinearity testing is done by looking at the VIF (Variance Inflas Factor) between the independent variables and the tolerance value.

Regression analysis using simple regression analysis with the data used has an interval or ratio scale and analysis Moderate regression analysis is a regression analysis that involves moderating variables in building a relationship model. In this study using secondary data and to test the hypothesis, testers use the individual parameter significance test (t test). The F test was conducted to test whether the regression model used could be used to predict the effect of the independent variables on the dependent variable together. The test was carried out by comparing the calculated F values with F tables at an error degree of 5% in the sense (α = 0.05). If the calculated F value ≥ of the F table value, it means that the independent variables together have a significant influence on the dependent variable or the first hypothesis so that it can be accepted (Suliyanto, 2016). Then the coefficient of determination (R^2) is a tool to measure how far the model's ability to explain the variation of the dependent variable.

RESULTS AND DISCUSSION

The results section should include a summary of the collected data and analyses, which follows from the analytic plan. All results should be described, including unexpected findings. It is possible to add sections as needed. A section may consist of several sub-sections, typed in bold-italic and numbered list style, like the following example. Validity Test Results By looking at the Ttable distribution table based on DF of N-2 = 67-2 = 65 with a significance of 0.05, a Ttable value of 0.2404 is obtained

Table 3. Validity Test Results for Business Partner Growth Variables (X_1)

Item	r Account	r Table	Note
X1.1	0,679	0,2404	Valid
X1.2	0,763	0,2404	Valid
X1.3	0,722	0,2404	Valid
X1.4	0,740	0,2404	Valid
X1.5	0,692	0,2404	Valid
X1.6	0,562	0,2404	Valid
X1.7	0,734	0,2404	Valid
X1.8	0,724	0,2404	Valid
X1.9	0,585	0,2404	Valid

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Based on the results of data processing in table 3, the rcount values X1.1 to X1.9 have a value greater than the rtable 0.2404. So it can be concluded that all items of the Business Partner Growth variable statement are declared VALID.

Table 4. Stock Variable Validity Test Results (X_2)

Item	r Account	r Table	Note
X2.1	0,810	0,2404	Valid
X2.2	0,804	0,2404	Valid
X2.3	0,837	0,2404	Valid
X2.4	0,755	0,2404	Valid
X2.5	0,738	0,2404	Valid
X2.6	0,693	0,2404	Valid
X2.7	0,662	0,2404	Valid
X2.8	0,663	0,2404	Valid
X2.9	0,837	0,2404	Valid
X2.10	0,671	0,2404	Valid
X2.11	0,527	0,2404	Valid
X2.12	0,619	0,2404	Valid

Based on the results of data processing in table 4, the rcount values X2.1 to X2.12 have a value greater than the rtable 0.2404. So it can be concluded that all Stock variable statement items are declared VALID.

Table 5. Sales Volume Variable Validity Test Results (Y)

Item	r Account	r Table	Note
Y1	0,750	0,2404	Valid
Y2	0,775	0,2404	Valid
Y3	0,813	0,2404	Valid
Y4	0,868	0,2404	Valid
Y5	0,683	0,2404	Valid
Y6	0,820	0,2404	Valid
Y7	0,726	0,2404	Valid
Y8	0,693	0,2404	Valid
Y9	0,775	0,2404	Valid
Y10	0,713	0,2404	Valid
Y11	0,840	0,2404	Valid

Based on the results of data processing in table 5, the rcount values Y1 to Y11 have a value greater than the rtable 0.2404. So it can be concluded that all Stock variable statement items are declared VALID. The reliability test in this study used the Cronbach's Alpha method, with the decision-making method using

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the rTable limit (0.2404). If the Cronbach's Alpha value is > 0.2404 then it is Reliable, conversely if the Cronbach's Alpha value is < 0.2404 then it is declared Not Reliable.

Table 6. Reability Test

Var.	Cronbach's Alpha	N of Items
Growth of Business Partners (X1)	0.859	9
Stok (X_2)	0.916	12
Sales Volume (Y)	0.93	111

Based on the results of data processing in table 6, all Cronbach's Alpha values are greater than 0.2404. So it can be concluded that the research variable is reliable. The test used in this study uses the Kolmogorov-Simirnov Normality Test. The basis for decision making in the normality test is, if the significance value is greater than 0.05 then the data is normally distributed. Conversely, if the significance value is less than 0.05, the data is not normally distributed.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardiz ed Residual
N		67
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	3.76509294
Most Extreme Differences	Absolute	.108
	Positive	.108
	Negative	-.077
Kolmogorov-Smirnov Z		.885
Asymp. Sig. (2-tailed)		.413
a. Test distribution is Normal.		

Based on the output table 7 results of the Normality Test it is known that the Asymp. Sig. (2-tailed) Unstandardized Residual of 0.413 is greater than 0.05. So it can be concluded that the regression data in this study residual values are normally distributed. To detect the presence or absence of heteroscedasticity in this study is to use the Glejser Test on the SPSS output.

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Table 8. Heteroscedasticity Test Results (Glejser Teat)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.065	1.901		3.191	.002
	Growth of Business Partners	-.014	.077	-.031	-.185	.854
	Stock	.062	.048	-.218	-1.291	.201

a. Dependent Variable: ABS_RES

the growth variable of business partners has a significant value of 0.854, which means that the value is greater than 0.05, and the stock moderation variable has a significant value of 0.201, greater than 0.05. So it can be concluded that the data does not have heteroscedasticity problems. Testing the Autocorrelation Test Run Test using SPSS:

Table 9. Autocorrelation Test Results

	Unstandardized Residual
Test Value[a]	-.67964
Cases < Test Value	33
Cases >= Test Value	34
Total Cases	67
Number of Runs	33
Z	-.368
Asymp. Sig. (2-tailed)	.713

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From table 9 regarding the Autocorrelation Test Results above, it is known that the Asymp value. Sig. (2-tailed) of 0.713 is greater than 0.05, which means it can be concluded that there are no autocorrelation symptoms, so the regression analysis can be continued.

Table 10. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardiz ed Coefficien ts			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Toleran ce	VIF
1	(Constant)	9.282	3.108		2.986	.004		
	Growth of Business Partners	.528	.126	.416	4.173	.000	.516	1.937
	Stock	.374	.079	.474	4.753	.000	.516	1.937

a. Dependent Variable: Sales Volume

The results of the Multicollinearity Test show that the Tolerance value on the variable (X1) growth of business partners and the variable (X2) Stock is 0.516, which means it is greater than 0.1 with a VIF value of 1.937 which is less than 0.10. So it can be concluded that there is no multicollinearity.

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Table 11. Simple Regression Test Results Effect of Business Partner Growth on Sales Volume (X1 to Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	11.470	3.548		3.233	.002
	Growth of Business Partners	.946	.105	.745	9.017	.000

a. Dependent Variable: Sales Volume

From the processing of the Simple Linear Regression analysis above, it can be formulated:

Y = 11.470 + 0.946X

The results of a simple regression analysis (Table 12) show that from the formulation above it can be explained that a constant value of 11.470 means that if the Business Partner Growth value is 0 then the value of the Sales Volume variable has a fixed value of 11.470. The value of the Business Partner Growth coefficient is 0.946, meaning that if the Business Partner Growth variable increases by 1 (one) unit, the Sales Volume variable value increases by 0.946 units.

The results of the moderation regression analysis constant value is -23.374. Then the business partner growth variable has a coefficient β = 1.460 indicating that if there is an increase in the business partner growth variable it will increase the value of the sales volume variable by 1.460. Then the Stock variable has a coefficient β = 1.186 indicating that if there is an increase in the stock variable it will increase the value of the sales volume variable by 1.186. Then the combined variable growth of business partners and stock has a coefficient β = -0.023 indicating that if there is an increase it will increase the value of the sales volume variable by -0.023.

Hypothesis test with t value of business partner growth variable is 4,084, stock moderation variable is 3,921, and X1.X2 (Business Partner Growth * Stock) -2,769 is less than -1,669013. Significance values of 0.000, 0.000 and 0.007 are smaller than 0.05.

Then H0 is rejected and it is concluded that:

1. Variable Growth of business partners has a significant effect on sales volume.
2. Stock variable has a significant effect on sales volume.
3. Stock variable strengthens in moderating the relationship between business partner growth variables on sales volume.

The Fcount value is 50.471 with a probability of 0.000. Where Fcount> Ftable and the significance value is less than 0.05 (5%). Thus it can be concluded that the model used to test the effect of the growth of business partners with stock as a moderating variable is a fit model. The R Square value indicates a value

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of 0.556. This means the ability to explain the independent variable to the dependent before moderation is 55.6%.

CONCLUSION

In conclusion, this study aimed to investigate the impact of business partner growth on sales volume, with stock as a moderating variable that affects this relationship. The research was conducted on business partners and sales of basic food products at the regular stock point of the Cirebon Palace. General description of the growth of business partners at the Cirebon Palace regular Stock Point, there is an influence between the growth of business partners on sales volume of 0.556. The contribution of the influence of business partner growth variables on sales volume in simple linear regression is 55.6%, while the remaining 44.4% is influenced by other factors not examined in this study, namely price, promotion, place, people, process and others.

Product availability stock at the Cirebon Palace Regular Stock Point has an effect on sales volume of 0.582. The contribution of the influence of the stock variable on sales volume in simple linear regression is 58.2%, while the remaining 41.8% is influenced by other factors not examined in this study, namely price, promotion, place, people, process and others. The results of the T test using MRA prove that t count is greater than t table, namely 3.921 > 1.669013. Stock disclosure is a moderating variable that strengthens the relationship between the growth of business partners and sales volume. The results showed that the calculated –t value was smaller than –t table (-2.769 < -1.669013), a significance of 0.002 <0.005 and an Adjust R Square value of 0.693. So the contribution after the stock variable is 69.3%, which is an increase of 13.7% after the variable is introduced, which means the stock variable moderates the relationship between business partner growth variables and sales volume. While the remaining 30.7% is influenced by other factors not examined in this study.

The findings of this study reveal several important conclusions. Firstly, it was found that business partner growth has a positive effect on sales volume. This suggests that as the number of business partners increases, there is a corresponding increase in the sales volume of basic food products. This finding highlights the significance of business partner growth as a driver of sales performance.

Secondly, the study determined that stock availability significantly influences sales volume. Adequate stock levels are essential for meeting customer demand and maximizing sales. Therefore, maintaining sufficient stock is crucial for businesses to capitalize on the potential growth resulting from increased business partners.

Lastly, the study identified that stock acts as a moderating variable in the relationship between business partner growth and sales volume. This implies that the impact of business partner growth on sales volume is contingent upon the availability of stock. When stock levels are high, the positive effect of business partner growth on sales volume is enhanced. Conversely, insufficient stock can hinder the translation of business partner growth into increased sales.

These findings have important implications for businesses operating in the basic food product industry. To maximize sales volume, companies should focus on cultivating and expanding their network of business partners while ensuring adequate stock levels. This requires effective inventory management

practices to meet the demands of a growing business partner network and capitalize on market opportunities.

Overall, this study contributes to the understanding of the relationship between business partner growth, stock availability, and sales volume in the context of the basic food product industry. The findings provide valuable insights for businesses and highlight the importance of strategic management of business partner networks and stock levels to drive sales growth.

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