

# Analysis of Product Label Prices in Determining Sales at Alfamidi Dawuan Cikampek

Nureli Padilah<sup>1</sup>, Dedi Mulyadi<sup>2</sup>, Santi Pertiwi Hari Sandi<sup>3</sup>

<sup>1,2,3</sup>Universitas Buana Perjuangan

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## ABSTRACT

The development of modern retail business is currently growing rapidly and has spread throughout Indonesia. Currently around us we can see various modern retail shops such as Alfamart, Indomart, Supermarkets and other modern shops which are popping up in residential areas near the community. Tabanan Regency is one of the provincial governments in Bali where there are many retail businesses like today, especially in the Kerambitan area. The price tag is the price of the product printed on the front of the object. Price labels act as a tool for consumers. This research aims to analyze product price labels in determining sales and sales achievements from promotional labels at Alfamidi Dawuan Cikampek. This research method is a qualitative descriptive method, namely a research method used to study the state of natural objects. Data collection techniques were collected by observation, interviews and documentation. Data analysis, data presentation, drawing conclusions or verification, Alfamidi Dawuan Cikampek. Based on research data in October-December 2023, it shows that the month with the best product sales achievement is the product that is always included in the price tag product list with the highest sales achievement of the 5 products over the last 3 months and the RPM of promotional price tag products (weekly product recommendations) can be achieved. increase sales at Alfamidi Dawuan Cikampek.

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## Corresponding Author:

Name: Santi Pertiwi Hari Sandi

Institution Address: Universitas Buana Perjuangan

e-mail: [santi.pertiwi@ubpkarawang.ac.id](mailto:santi.pertiwi@ubpkarawang.ac.id)

## 1. INTRODUCTION

The development of modern retail today is very rapid until it spreads throughout Indonesia. Now we find many different things around us modern retail such as Indomaret, Alfamart, Alfamidi and other contemporary stores that arrive in settlements near the community. Karawang Regency is one of the governments in the province of West Java Currently, there are a lot of such retail stores, especially in the Karawang city

area. With so many business ventures open today, you can cause competition between one company and another business entity [1].



Figure 1. Retail sales data in Indonesia

Source: Indonesia.id Data

Generally, people recognize two types of markets, namely traditional shops and modern shops. Both have different characteristics in terms of construction, shops and trading systems. Traditional markets are usually in the form of stalls or tents, they are not permanent and the environment is uncomfortable because they are shabby, dirty, smelly and dangerous. Meanwhile, the current market tends to have good and permanent buildings, adequate facilities, comfort, security, many discounts and prices that are right on target [2].

The development of the retail business is currently experiencing rapid

development and spreading throughout Indonesia. Currently around us we see various modern retail stores such as Indomaret, Alfamart, supermarkets and other modern stores have been present in residential areas near the community. Tabanan Regency is one of the provincial governments in Bali where there are many retail businesses like today, especially in the Kerambitan area. If there are a lot of

Trading companies that are open as they are now, can affect competition between one trading company and another [3].

Table 1. Number of Modern Stores in Cikampek District

No	Minimarket Name	Address
1	Alfamart Dawuan Tengah 01	Jl. Jendral A. Yani Kp. Poponcol, RT.001/RW.001, Dawuan Tengah, Kec. Cikampek, Kab. Karawang, West Java 41373
2	Alfamart Pawarengan	Jl. Raya Karangsinom, Dawuan Tim., Kec. Cikampek, Karawang, Jawa Barat 41373
3	Alfamart Dawuan Tengah 02	Jl. Jend. Ahmad Yani No.76, RT.02/RW.8, Dawuan Tengah, Kec. Cikampek, Regency. Karawang, West Java 41373
4	Indomart Dawuan Tengah	Komp.Ruko Perum.Bmi Blok.A No.6 Rt.02/16, Central Dawuan, Cikampek, Karawang, West Java 41373
5	Indomart Pawarengan	Ruko Ahmad Yani, Village, Jl. Pawarengan, Dawuan Tim., Kec. Cikampek, Karawang, Jawa Barat 41373
6	Alfamidi Cikampek Station	Jl. Cikampek Station No. 30, West Cikampek, Kota Baru District, Karawang, West Java 41373

Source: Data Processed 2023

Judging from the many new retail businesses, this can lead to competition between retailers, so there is a need for strategies and attractiveness to provide service satisfaction and retain consumers to survive in this retail business. To survive the competitors in today's retail world, various strategies are implemented using different ways to increase sales. To achieve a unique position in the eyes of consumers, retailers must think of strategies that are different from their competitors [2].



Figure 2. Examples of brochures and discounts on Alfamidi Source: Alfamidi 2023

Here we can see from Figure 1.1 above that it was done to invite consumers to shop at Alfamidi. The brochure is an effort made by management to attract buyers to buy products offered by Alfamidi. From the

content of the brochure, it can be seen how the sales strategy used is different discount products. With this promotion, it is hoped that the public will be more familiar with the products contained in Alfamidi and what benefits consumers can get from the products offered. (Interview, Alfamidi 2023)

The Price Label is the price of the product whose position is in front of the object. Price tags act as a tool for consumers to see the price of the product they buy directly to see the price of the product listed on the shelf. This is useful so that consumers no longer need to ask security guards to buy if they want to buy the product they want. The purpose of this study is to find out what are the legal protections of consumers in such cases, the difference in the price of shelves and cashiers [4].

Sales is a collection of a buyer and a seller with the aim of exchanging goods or services based on valuable considerations, so it can be concluded that sales are an activity in the form of a transaction between one or more parties with economic motives, in the form of a form or service [5].

Some previous studies such as Research [2] on the Impact of Modern Market Growth on Traditional Markets in Karawang Regency. The results of the researcher showed that the impact of the existence of the Traditional Market was seen in terms of turnover from 66 respondents, which experienced a decrease in turnover from 48 respondents or 72.7%. In terms of income, there has been a decrease in the income of traditional market traders after the existence of Modern Shops. Furthermore, according to [3] The Impact of the Existence of Minimarkets on Small Stalls in Karawang Regency. The results of the research show that the impact of minimarkets on small stalls is seen in terms of turnover, of the 70 respondents, who experienced a decrease in turnover by 54 respondents or 77.2%. And there were 16 (22.8%) respondents who said that their turnover did not change or was neutral. Analysis of Factors Affecting Sales in Indonesian Retail Minimarket Consumers, from Based on the results of the study which

shows that there is an influence of price discounts, and income on Alfamidi consumers.

The retail business is a business where the sale of goods and services is sold directly to consumers. Indonesia's retail industry is currently in the development stage, transforming from traditional retail to modern retail. The development of modern retail business in Indonesia is growing almost throughout Indonesia. This can be seen with the many modern retail stores that have opened branches in various regions in Indonesia.

## 2. LITERATURE REVIEW

### 2.1 *Financial Management*

Financial management is one of the sciences that studies the financial management of a company in terms of finding financial resources, allocating funds, distributing company profits. Financial management, or financial management, is the planning, organizing, directing and management of financial activities, such as the acquisition and deployment of a company's assets. Based on the above understanding, it can be synthesized that financial management is a science that studies the financial management of a company, which is related to managing the company's profits and profits.

### 2.2 *Label Price*

Price tag or price tag is the price found on the front of the product, there are 2 types, namely regular price tags and special promo price tags. Price tags are useful so that customers can see the price more easily, customers only need to see the product and there are products on the shelf below, so customers don't need to ask the store manager if they want the goods they need to buy [6].

### 2.3 *Sales*

Sales are the purchase of goods or services from one party to get compensation from that party. Sales are a source of company income, the higher the sales, the higher the company's income. Meanwhile, Pagano and Schivard's sales growth has a strategic impact

on the company, because sales growth is characterized by an increase in market share, thus affecting the company's sales growth thereby increasing the company's profit [7].

The following factors that affect sales include the following:

- 1) Conditions and capabilities of the seller
- 2) Market Conditions
- 3) Capital
- 4) Organizational condition of the Company
- 5) Other factors, such as advertising, campaigns and giveaways.

**2.4 Framework of Thought**

Product Price Tag is a price tag information that is common and is found in all minimarkets or supermarkets, this price tag is made with the aim that consumers can calculate how many goods they buy and can consider the price of the goods they will buy. And we can see that goods that sell quickly can be seen in sales.

For more details about Product Price Labels in determining sales at Alfamidi Dawuan Cikampek, the framework part of the concept can be illustrated in figure 1 below



Figure 3. Research paradigm Source: Data processed 2023

This research is that Label price provides an increase in sales at Alfamidi Dawuan Tengah because the promotional price is much cheaper compared to other retail prices.

The method used in this study is qualitative descriptive, research on "Analysis of price tag products in determining sales at Alfamidi Dawuan Cikampek." The population in this study is data using data from 2018-2021. The data collection technique in this study uses methods such as interviews, observations, and documentation. The data sources in this study are primary and observation. Meanwhile, the primary was obtained from sales data at Alfamidi Dawuan Cikampek.

**3. METHODS**

**3.1 Type of Research**

This study utilizes a **qualitative descriptive method**, which aims to understand the influence of product price labels on sales at Alfamidi Dawuan Cikampek. Qualitative descriptive research focuses on studying phenomena in their natural context, collecting insights through interviews, observations, and documentation.

**3.2 Research Subjects and Objects**

- **Subjects:** The main subjects of this study are promotional and non-promotional product sales data from Alfamidi Dawuan Cikampek, as well as the promotional strategies used by the store.
- **Objects:** The object of the study is the relationship between price labels (both regular and promotional) and sales performance over a three-month period (October to December 2023).

**3.3 Research Location and Time**

The research was conducted at **Alfamidi Dawuan Cikampek**, focusing on the store's sales and price labeling system from **October to December 2023**. This timeframe includes both regular shopping periods and special promotional events like Christmas and New Year.

**3.4 Data Collection Techniques**

The study uses the following data collection techniques:

- **Observation:** Direct observation of product sales, particularly focusing

on how price tags affect consumer behavior.

- **Interviews:** Interviews with Alfamidi staff and customers were conducted to gain insights into the effectiveness of promotional price tags.
- **Documentation:** Analysis of sales data, brochures, and promotional materials was conducted to understand the promotional strategies applied and their impact on sales.

### 3.5 Data Analysis Techniques

The research employs a **qualitative data analysis** approach that includes:

1. **Data Reduction:** Summarizing and selecting relevant data from observations, interviews, and documents.
2. **Data Display:** Presenting data in charts and tables, such as the sales of top products with and without promotional price labels.
3. **Conclusion Drawing and Verification:** Drawing conclusions on the relationship between product price labels and sales achievements, and verifying these conclusions through cross-checking the data with staff interviews and sales reports.

By using these methods, the study aims to determine how the application of product price labels, especially in promotional settings, impacts sales at Alfamidi Dawuan Cikampek

## 4. RESULTS AND DISCUSSION

The history of the establishment of PT Midi Utama Indonesia Tbk was established in July 2007. Based on the Company's articles of association, individual activities include running their business in the field of general business, including department store/supermarket trade and minimarkets. PT Midi Utama Insonedia Tbk was originally named PT Midimart Utama, Alfamidi's first outlet was located on Jalan Garuda, Central Jakarta. The Alfamidi concept was created to accommodate the change from monthly shopping to weekly shopping at the nearest Alfamidi minimarket. Alfamidi itself was created with the concept of a mini supermarket with an area of between 200-400 square meters. The main activities of MIDI are retail trading of consumer goods, operation of the "Alfamidi" mini market network, "Alfamidi supermarket" supermarket chain and "Midi Fresh" fruit store network.

Alfamidi Price Tag is a price that is clearly stated on the label or price tag on the products sold at Alfamidi, a popular minimarket retail chain in Indonesia. This price tag serves as a guide for consumers to know the price of a product before buying it. The Price Tag on Alfamidi is installed in front or next to the product with a clear appearance and is easily visible to consumers. The Price tag lists product price information in the form of numbers in Rupiah currency.

Table 2. Top Selling Product Data from October-December 2023

No	Moon	Food Products	Pcs	Non-food products	Pcs
1	October	1. Aqua air mineral pet 600ml	795	1. Mama lime allvariant 680ml	256
		2. The Minerale air pet 600ML	790	2. Sunlight jeruk nipis reff 650ml	224
		3. Ultra Milk UHT allvariant 250ml	392	3. Harmony soap allvariant 70Gr	134
		4. Bear Brand 189ml	308	4. Rinso liquid det allvariant 750ml	90
		5. Pucuk Harum the 350ml	256	5. Gentle gen liquid det allvariant 700ml	84
		7. Taro Net Seaweed 65g	208	6. Daia allvariant 1,8kg	80
		8. Singles sosi ori, keju, mini Kanzler 68g	123	7. Sososft allvariant 700ml	75
		9. Lemonillo Chimi Zgung Baker 50gr	100	8. Socline clothing fragrance 700ml	68
		10. Tango waper allvariant 110gr	98	9. Lifeboy dish soap 650ml	48
		10. Hydro coco original 250ml	81	10. Downy allvariant 650ml	43
2	November	1. Chitato Allvariant 68gr	556	1. Pepsodent Pasta Gigi Economy 225gr	360
		2. Indomie chicken garlic 70gr	284	2. Lifebuoy bodywash allvariant 450ml	78
		3. Fresch fries 62gr	196	3. Rinso liquid very allvariant 565ml	71
		4. Cocoa krunch cup 32gr	154	4. Nuvo Bodywash allvaE8:E15riant 400m	69
		5. Good time allvariant 72gr	145	5. Serasoft shampo allvariant 170ml	34
		6. Sari Roti milky soft jumbo	102	6. Giv Bodywash allvariant 400ml	32
		7. Stuck-stuck bubble puff choco	99	7. K natural white bodywash 400ml	24

		8. Fiesta ready to go 68gr	96	8. Zinc shampoo allvariant 170ml	19
		9. Mama loves seaweed	83	9. Lifebuoy shp 170ml	14
		10. ABC Sweet Soy Sauce 685gr	44	10. Glow&lovely FF Multi Vit 100gr	11
3	December	1. The Minerale air pet 600ml	880	1. Biore bodywash allvariant 400ml	78
		2. Aqua Air mineral pet 600ml	820	2. Shinzui bodywash allvariant 450ml	66
		3. Crystalin air pet 600ml	476	3. Rinso it perfume 770gr	53
		4. Sasa Teh Bottle Ori 330ML	340	4. Lux magical orchid ,cool, lemon 400ml	51
		5. Pucuk Harum teh pet 350ml	336	5. Mamy poko size S, M, L 28	49
		6. Mujjigae banana milk 200ml	36	Baygon Flowe garden, Zen Garden 600	47
		7. Oishi shrimp sticks 55gr	24	7.Royale Parfum 680+40ml	45
		8. Oatside barista blend 200ml	19	8. Wipol carbol cefir reff 460ml	43
		9. Tango banana coklat pet 250ml	12	9. Vape Aero allvariant 600ml	41
		10. Bontea teh pet 330ml	6	10. Sunsilk shampo allvariant 160ml	42

Source: Alfamidi 2023

Based on data from October to December, the most sold products are Le mineral, Aqua, Chitato allvariant 68gr while the products that have the lowest sales and do not appear every month are Downy allvariant 650ml, Lifebuoy shp 170ml and Sunsilk shampoo Black shine, soft&smoth, anti-Dandruff 160ml.

In addition to promo data and products, the price tag of the RPM weekly promo (weekly product recommendation) in October-December 2023. Based on data in that month, there is also sales data at certain times such as special Christmas days and the end of 2023, these are special times to increase sales of the following products.

Table 3. Sales data on the best-selling products for Christmas and New Year's Day in December at the end of 2023

No	October		November		December	
	Product Name	Pcs	Product Name	Pcs	Product Name	Pcs
1	So Nice sosis premium hot 60gr	126	So Nice sosis premium hot 60gr	141	So Nice sosis premium hot 60gr	420
2	Likes to be 60gr	62	Likes to be 60gr	78	Likes to be 60gr	252
3	Pucuk harum 1,5L	41	Pucuk harum 1,5L	66	Pucuk harum 1,5L	104
4	Sosro the botol 350ml	171	Sosro the botol 350ml	199	Sosro the botol 350ml	340
5	Fanta, coca cola 1500ml	52	Fanta, coca cola 1500ml	80	Fanta, coca cola 1500ml	129
6	Pocari sweat 500ml	79	Pocari sweat 500ml	89	Pocari sweat 500ml	147
7	Bango kecap 275ml	30	Bango kecap 275ml	22	Bango kecap 275ml	84
8	Alfamidi charcoal 500gr	-	Alfamidi charcoal 500gr	-	Alfamidi charcoal 500gr	20
9	Alfamidi skewers 50gr	4	Alfamidi skewers 50gr	-	Alfamidi skewers 50gr	25
10	Delmonte bumbu barbecue 250 gr	49	Delmonte bumbu barbecue 250 gr	28	Delmonte bumbu barbecue 250 gr	73
11	Champ sausage	9	Champ sausage	18	Champ sausage	40
12	Tomyam suki	24	Tomyam suki	30	Tomyam suki	61
13	Tokai gas portable	2	Tokai gas portable	1	Tokai gas portable	14
14	Citrus shantang leaves	21kg	Citrus shantang leaves	42kg	Citrus shantang leaves	63kg
15	Nanas Honi	65	Nanas Honi	69	Nanas Honi	170

Source: Alfamidi 2023

The results of the data on the development of sales of the best-selling products at the special moment of Christmas Day and the end of 2023, the data shows that

sales that have the same level of sales in the previous month are not sold much and when at the special moment there is the most increase in sales are So Nice hot premium

sausage 60gr, Sosro tea bottle 350ml and Kusuka cassava chips 60gr. Meanwhile, the lowest selling products are Alfamidi skewers 50gr, Alfamidi charcoal 500gr and Tokai gas portable.

Based on the most sales data from October-December 2023, there are selected products that have high and low sales

potential every week. Alfamidi has an attractive promo every week called the RPM (Weekly Product Recommendation) promo which has attractive promo prices and meets the needs of Alfamidi customers.

Table 4. RPM (Weekly Product Recommendation) Promotion Price Tag Sales Data in October-December 2023

No	Product	Target	Sales	Achievement %	Information
1	Le mineeral pet 600ml	340	390	114%	>Target
2	Ultramilk UHT Alvariant 250ml	296	303	102%	>Target
3	Chitato Alvariant 68gr	168	171	101%	>Target
4	Mama lime jeruk nipis,lemone,grentea 660ml	157	178	113%	>Target
5	Pucuk harum The 350ml	210	240	114%	>Target
6	Pepsodent pasta gigi economy jumbo 225gr	96	85	88%	<Target
7	Good time 72gr	135	126	93%	<Target
8	Lifebouy bodywash 400ml	63	40	63%	<Target
9	Sunsilk shampoo black shine,soft&smoth,anti Dandruff 160ml	63	48	76%	<Target
10	Baygon flower garden,japanese peach, zen garden 600ml	59	24	40%	<Target

Source: Alfamidi (Data processed by the author 2023)

The following data is the data that is most often promoted on the price tag within 1 week based on data from October-December 2023, the product with the highest sales is Lee mineral products with an achievement of 114% which means that it has exceeded the

target, while the products with the lowest sales are Baygon flower garden, Japanese peach, zen garden 600ml products with an achievement of 40% which means that it has not reached the target.

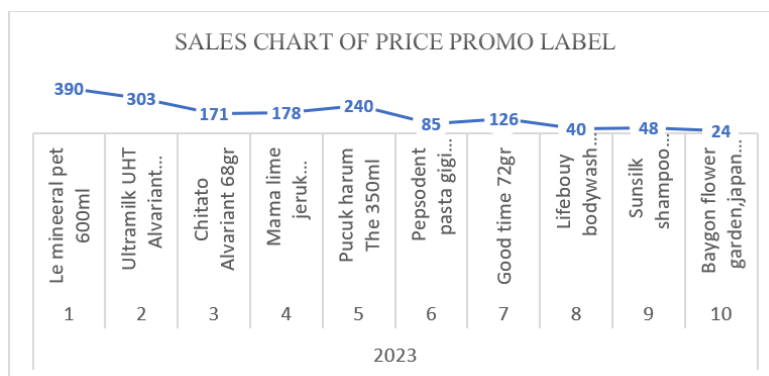


Figure 4. Sales and Product Achievement Chart in 2023

Source: Alfamidi (data processed 2023)

The following data is the result of sales of promotional price label products which are focused on every week with the 3 highest product sales, Le Mineral pet 600ml as many as 390 pcs, Ultramilk uht alvariant

250ml 303 pcs and Fragrant tea shoots 350ml 240 pcs and the 3 lowest product sales, Sunsilk shampoo 160ml as many as 48 pcs, Lifebouy Bodywash 400ml 40 pcs, and Baygon Flower Garden 600ml 24 pcs.



Based on the results of this data, promotional price label products turned out

to have a level of achievement to increase sales of Alfamidi Dawuan Cikampek

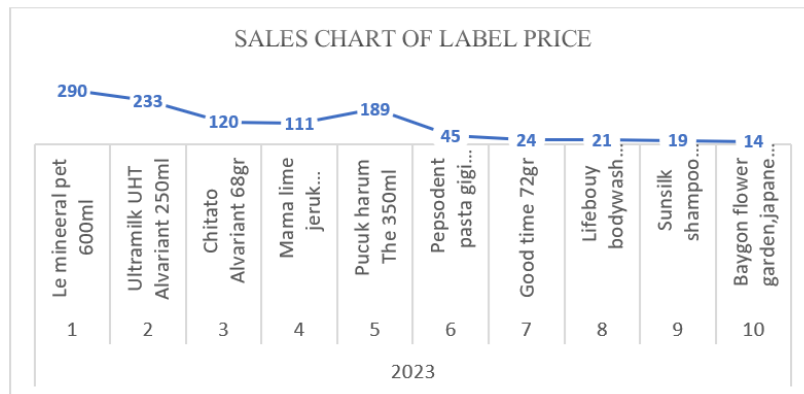


Figure 5. Sales and Product Achievement Chart in 2023

Source: Alfamidi (data processed 2023)

The following data is the sales of promotional price label products which are focused on every week with the 3 highest product sales, Le Mineral pet 600ml as many as 290 pcs, Ultramilk uht alvariant 250ml 233 pcs and Fragrant tea shoots 350ml 189 pcs and the 3 lowest product sales, lifebouy bodywash 400ml 21 pcs, Sunsilk shampoo 160ml 19 pcs and Baygon Flower Garden 600ml 14 pcs.

Based on the results of this data, promotional price label products turned out to have a level of achievement to increase sales of Alfamidi Dawuan Cikampek

**DISCUSSION**

Based on the results of the research that has been researched in this study, it shows that the price label products that often appear and are promoted in RPM promos (weekly product recommendations) are Le mineeral 600ml, Ultramilk UHT Allvariant 250ml, Chitato allvariant 68gr, Mama lime lime, lemone, grentea 660ml, and Pucuk Harum Teh 350ml, price label products which is always raised in October-December 2023 in accordance with this research. while there are products with low sales are Downy allvariant 650ml, Glow & Lovely Multivitamin 100gr, and Sunsilk shampoo Black shine, soft&smoth, anti-Dandruff 160ml. The product is usually rarely reintroduced the following week due to a lack of sales to meet the target standards.

In addition to RPM (weekly product recommendations) products, there are also label price Based on the moment of this research, namely in December, the researcher conducted sales data on those that appeared at certain moments such as Christmas and New Year's End Special Day 2023, which had sales levels on So Nice products premium hot sausage 60gr, Sosro tea bottles 350ml and Kusuka cassava chips 60gr. Meanwhile, the lowest selling products are Alfamidi skewers 50gr, Alfamidi charcoal 500gr and Tokai gas portable.

Based on the descriptions above regarding price tag products, it can be said that the effective use of price tag products to increase sales is with the promos provided by Alfamidi. This is one of the sales targets of promotional price labels at Alfamidi Dawuan Cikampek, in the promotional products Alfamidi also promotes its products through the bazaar by selling mailers (promotional newspapers) about promotions to the surrounding community and also selling products with promotional labels, the benefits of this make it easier for the public to obtain information about the promotions offered without having to come directly to the outlet Alfamidi.

Based on data from the research results for October-December 2023, it shows the month with the best product sales achievements, namely products that are



always on the list of price tag products with the highest sales achievement of 5 products for the last 3 months. The price tag product is the product that has the best sales every month so that Alfamidi often conducts promotional price tags for these 5 products and RPM promotional price tag products (weekly product recommendations) can increase sales at Alfamidi Dawuan Cikampek.

## 5. CONCLUSION

Based on the research of Product Price Label Analysis in determining sales at Alfamidi Dawuan Cikampek, the author

concludes that Product Price Product Analysis in determining sales at Alfamidi Dawuan Cikampek provides an increase in sales at Alfamidi Dawuan Cikampek due to RPM (Weekly Product Recommendations) promotions and promos at special moments of Christmas Day and the end of New Year 2023. Judging based on sales data from October – December 2023, the 5 products that sold the most in RPM (weekly product recommendations) promos and Christmas and New Year specials in December at the end of 2023 increased sales at Alfamidi Dawuan Cikampek.

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