

LAPORAN HASIL PENELITIAN

JUDUL PENELITIAN

**Strategi Investasi Persediaan Untuk Menghindari Penutupan Gerai Pada
Perusahaan Yang Bergerak Dalam Sektor Retail**

**Diajukan Kepada
Lembaga Penelitian
Universitas 17 Agustus 1945 Semarang**



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ABSTRACT

The importance of research:

Retail companies in Indonesia are currently facing difficult times, several companies have closed their business outlets, so it is reasonable to suspect that the companies experiencing outlet closures are companies that are unable to manage their inventory investments well.

Research purposes:

This study aims to examine the effect of the Inventory Efficiency Ratio, Inventory Responsiveness Ratio, and Inventory Investment Turnover on the Gross Margin Rate of Inventory Investment.

Research method:

Data were collected from retail companies on the Indonesia Stock Exchange in 2021 as many as 28 companies. The analytical tool used is path analysis by placing the Inventory Investment Turnover variable

Result :

The results showed that the Inventory Efficiency Ratio has an insignificant positive impact on the Gross Margin of Inventory Investment, the Inventory Responsiveness Ratio has a significant negative impact on the Gross Margin of Inventory Investment, and Inventory Investment Turnover has a significant positive impact on the Gross Margin of Inventory Investment. It was also found that the Inventory Efficiency Ratio has a significant positive effect on Inventory Investment Turnover, while the Inventory Responsive Ratio has a significant negative impact on Inventory Investment Turnover. The mediation test found that Inventory Investment Turnover is a pure mediating/intervening variable that significantly mediates the effect of the Inventory Efficiency Ratio on the Gross Margin Rate of Inventory Investment. However, Inventory Investment Turnover as a semi-mediating/intervening variable that is not significant mediates the effect of the Inventory Responsiveness Ratio on the Gross Margin Rate of Inventory Investment. The novelty of this research lies in the use of path analysis to analyze the mediating impact of Inventory Investment Turnover on Gross Margin Inventory Investment.

Keywords : *Gross Margin Rate of Inventory Investment; Inventory Efficiency Ratio; Inventory Investment Turnover; Inventory Responsiveness Ratio*