

V. CONCLUSION AND IMPLICATION

A. Conclusion

The conclusions that can be drawn based on the results of data analysis and discussion that have been described in the previous chapters can be concluded that:

1. There was an increase in grocery store revenue after joining the SRC. SRC is very instrumental in increasing sales revenue at grocery stores, because with coaching and mentoring, these grocery stores have a good store management system so that they can increase competitiveness.
2. The decision of grocery stores to join or not to join the SRC is highly influenced by the needs and circumstances of individual business owners. Reasons for joining are generally related to business development support, access to networks, and marketing support. Reasons for not joining were related to incompatibility with the system, age, and dependency concerns. A deeper understanding of these reasons can help SRC improve their programs and approaches to attract more small and medium-sized business owners.

B. Implication

Grocery stores play an important role not only in the local economy but also have great potential for national economic growth. Until now, grocery stores are still an important part of fulfilling people's needs because

they have a variety of products and locations that are easily accessible. The results of this study show that the Sampoerna Retail Community (SRC) partnership has positive implications for grocery stores. The existence of business assistance provided by SRC and the program in it can increase the turnover of grocery stores without any feedback that must be given. Business assistance provided by the SRC can be used as assistance in running a grocery store business so that grocery store sellers who join the SRC know what needs to be done to advance their grocery stores. The team from the SRC is very friendly and kind and makes grocery store owners do not feel reluctant to ask questions about grocery stores. The relationship between grocery store owners is also very close, they can share knowledge and help each other sell their grocery stores.

Grocery store owners should make more use of the existing programs in the SRC partnership to the fullest because the program can encourage grocery stores to get a turnover from the sale of grocery store goods even greater. If grocery store owners follow the programs optimally, it can have an impact on increasing the turnover of the grocery store itself. The SRC can maintain existing programs or add new programs by improving their quality and correcting their shortcomings based on the conclusions of the resource persons who are not part of the SRC.

C. Limitation of Research

This research has been attempted and carried out in accordance with scientific procedures, however, it still has limitations, namely research using only revenue variables as independent variables. While there are still other variables that are thought to have an influence on revenue such as age, capital, firm age, and number of visitors.

