

The Effect of Demand Forecasting on Raw Material Inventory Control at CV Wery Group Gunungsitoli

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ABSTRACT

This study examines the influence of demand forecasting on raw material inventory control at CV Wery Group Gunungsitoli. The research was motivated by challenges in managing inventory due to fluctuating market demand, which often caused overstocking or stock shortages, leading to inefficiencies in operations. A quantitative research method was employed, with data collected through questionnaires distributed to 30 employees. The data were analyzed using SPSS version 27, including validity and reliability tests, normality and heteroscedasticity tests, simple linear regression, and a T-test. The findings revealed a significant positive relationship between demand forecasting and raw material inventory control, indicated by a regression coefficient of 0.802 with a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R^2) was 0.711, meaning that 71.1% of the variation in inventory control can be explained by demand forecasting. This implies that the more accurate the demand forecasting, the more effective the inventory control. The study suggests that CV Wery Group should improve forecasting capabilities as a strategic tool to enhance operational efficiency and support production continuity.

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1. INTRODUCTION

The business environment is characterized by rapid changes in market demand, which creates uncertainty for companies, particularly those operating in the manufacturing and distribution sectors. Inventory management, as one of the core components of operational efficiency, plays a crucial role in ensuring the continuity of production and the timely fulfillment of customer needs. When demand fluctuates, firms are often challenged to balance the availability of raw materials against the costs of holding inventory. Failure to maintain this balance results in either shortages that disrupt production or surpluses that increase storage costs and risk material deterioration (Stark et al., 2022).

In Indonesia, the manufacturing industry contributes significantly to the national economy, accounting for 18.34% of the Gross Domestic Product in 2023, according to the Central Bureau of Statistics. This figure underlines the strategic role of manufacturing in economic development. However, within this contribution lies a persistent problem: many companies continue to struggle with maintaining efficient inventory systems due to inadequate demand forecasting methods. These inefficiencies not only affect production schedules but also influence customer satisfaction, profitability, and long-term competitiveness (Wahdini Siregar et al., 2025).

Demand forecasting is therefore central to inventory management. It provides companies with the ability to anticipate future demand levels based on historical data, trends, and external factors. The accuracy of forecasting methods directly influences how well a company can align its inventory levels with market needs. Accurate demand forecasting minimizes the risks of overstocking and stockouts, thereby reducing operational costs and ensuring smoother production cycles. Conversely, poor forecasting creates uncertainty, leading to reactive decision-making that undermines efficiency (Sciences, 2022).

Several studies have emphasized the importance of forecasting in operational success. For example, empirical evidence demonstrates that quantitative methods, such as exponential smoothing and ARIMA models, can improve forecasting accuracy by up to 20% compared to manual methods. Enhanced forecasting accuracy has been linked to reduced inventory costs, improved production planning, and increased customer satisfaction. In this sense, demand forecasting is not merely a technical process but a strategic tool for sustainable growth (Aprelyani, 2025).

In the context of small and medium enterprises (SMEs), which constitute a major portion of Indonesia's economy, the stakes are even higher. SMEs often lack sophisticated systems and must rely on simple yet effective tools for inventory management. Poor forecasting practices can easily lead to financial instability, given their limited resources. Thus, developing forecasting capabilities becomes a key requirement for SMEs striving to compete in increasingly dynamic markets (Arsawan et al., 2022).

CV Wery Group Gunungsitoli, a local enterprise established in 2001, represents such a case. The company specializes in producing a variety of food products, ranging from traditional cakes to processed foods, and serves both direct consumers and local markets. Despite its growth and product diversification, the company faces recurring challenges in managing raw material inventory. Demand fluctuations, especially during seasonal peaks, often result in overstocking or shortages. These problems highlight the need for systematic demand forecasting as a means of improving operational performance (Ntseke et al., 2022).

The company's reliance on intuitive estimates or manual methods of forecasting has limited its ability to respond effectively to market volatility. Overstocking raw materials leads to high storage costs and waste, while shortages disrupt production schedules and reduce customer satisfaction. These inefficiencies ultimately threaten competitiveness and profitability. As such, CV Wery Group presents a compelling case for investigating the relationship between demand forecasting and inventory control (Suhartono et al., 2023).

Previous research suggests that there is a strong and positive relationship between accurate forecasting and effective inventory management. Companies that implement advanced forecasting methods often report lower stockholding costs, reduced emergency purchases, and more stable production schedules (Alkarabsheh et al., 2022). The degree to which demand forecasting explains variations in inventory control remains an important question, particularly for SMEs in developing economies like Indonesia.

The study also addresses a research gap in existing literature. While many studies focus on large-scale manufacturing industries, less attention has been paid to SMEs in the food industry, which face unique challenges such as shorter product life cycles, high demand variability, and limited technological resources (Stark et al., 2022). By focusing on CV Wery Group Gunungsitoli, this research contributes to understanding how demand forecasting impacts inventory management in smaller-scale enterprises.

The choice of a quantitative research method provides the necessary rigor to analyze this relationship. By collecting primary data from employees involved in inventory and production management, the study ensures that the findings reflect practical realities. Statistical tools, such as regression analysis and hypothesis testing, allow for an objective assessment of the significance and strength of the relationship between demand forecasting and inventory control (Aprelyani, 2025).

This study also seeks to provide practical implications. For managers of CV Wery Group, the findings offer insights into how forecasting can be improved to support operational efficiency. For policymakers and academic institutions, the study enriches the literature on supply chain and operations management in SMEs. Ultimately, the research contributes to the broader discourse on

how Indonesian enterprises can enhance competitiveness in a globalized economy (Nurtjahjani et al., 2022).

Furthermore, the study is relevant in the current era of digital transformation. As businesses increasingly adopt data-driven strategies, the role of demand forecasting becomes more critical. Integrating digital tools and statistical models into forecasting processes can provide SMEs with significant advantages, enabling them to make informed decisions and reduce uncertainty (Sobari & Tussoleha Rony, 2025).

In light of these considerations, this study aims to analyze the influence of demand forecasting on raw material inventory control at CV Wery Group Gunungsitoli. The research seeks to answer two main questions: (1) Does demand forecasting significantly affect inventory control? and (2) To what extent does demand forecasting explain variations in inventory management outcomes? Answering these questions will provide both theoretical contributions and practical recommendations.

Thus, the objective of this research is twofold: to empirically test the relationship between demand forecasting and inventory control, and to provide actionable insights for SMEs like CV Wery Group. The expected outcome is a better understanding of how forecasting can serve as a strategic tool for achieving operational efficiency and sustainability in a competitive environment. By addressing these issues, the study contributes not only to academic discourse but also to the practical management of SMEs in Indonesia. The findings are expected to encourage businesses to adopt more systematic approaches to forecasting and inventory control, thereby supporting their growth and long-term success.

2. RESEARCH METHOD

This study employed a quantitative research design to analyze the influence of demand forecasting on raw material inventory control at CV Wery Group Gunungsitoli. A quantitative approach was chosen because it enables objective measurement of relationships between variables using numerical data. The independent variable (X) in this study is demand forecasting, while the dependent variable (Y) is raw material inventory control. This design allows for the examination of cause-and-effect relationships and provides statistical evidence of the extent to which demand forecasting affects inventory control (Halawa, Sridadi, et al., 2023).

The population of this research consisted of 30 employees of CV Wery Group Gunungsitoli, including managers and staff involved in inventory and production activities. Given the relatively small population size, the study employed a saturated sampling technique, also known as a census, whereby all members of the population were included as respondents (Ndruru et al., 2025). Data were collected using a structured questionnaire designed based on indicators of both variables. The questionnaire used a Likert scale with four response options, ranging from "strongly disagree" to "strongly agree," to capture perceptions related to forecasting practices and inventory control effectiveness.

To ensure validity and reliability, the questionnaire items were tested prior to full deployment. Data were then analyzed using SPSS version 27, employing various statistical tools such as validity and reliability tests, normality and heteroscedasticity tests, and simple linear regression analysis. Hypothesis testing was conducted using a t-test, while the coefficient of determination (R^2) was calculated to assess the explanatory power of demand forecasting on inventory control. These analytical steps provided a comprehensive assessment of the relationship between the variables and supported the empirical testing of the proposed hypothesis (Halawa, Anggraini, et al., 2023).

3. RESULTS AND DISCUSSIONS

The results of the study begin with the verification of data obtained from questionnaires distributed to all 30 respondents, consisting of managers and employees of CV Wery Group Gunungsitoli. All questionnaires were returned fully completed and met the required standards for data analysis, indicating that the response rate was 100%. This ensured that the dataset was representative of the population and reliable for further statistical testing. The demographic characteristics of respondents revealed that the majority were female employees (66.7%), while the rest were male (33.3%). Most respondents were in the productive age range, with a significant proportion having completed

secondary education, which reflected the actual workforce structure of the company (Stark et al., 2022).

Descriptive analysis of the independent variable, demand forecasting, showed that employees generally agreed with the statements regarding the importance of using historical sales data, identifying seasonal trends, considering promotional impacts, and understanding consumer preferences in predicting demand (Ntseke et al., 2022). The mean scores for these indicators indicated a strong perception of the role of forecasting in improving production and procurement planning. Similarly, the dependent variable, inventory control, was evaluated based on indicators such as minimum stock levels, order frequency, lead times, and storage costs. Respondents consistently emphasized the importance of maintaining optimal stock to avoid both shortages and excessive storage costs (Rohman et al., 2023).

The instrument validity test results showed that all questionnaire items had correlation values greater than the critical *r*-table value, indicating that the items were valid and capable of measuring the intended variables. Reliability tests using Cronbach's Alpha also showed values greater than 0.70, confirming that the questionnaire items were consistent and reliable for repeated measurements. These results provided a strong basis for proceeding to regression analysis and hypothesis testing (van der Berg et al., 2022).

The classical assumption tests confirmed that the dataset met the requirements for linear regression analysis. The normality test showed that the residuals were normally distributed, while the heteroscedasticity test indicated no significant variance differences, suggesting that the regression model did not suffer from heteroscedasticity. These results validated the use of a simple linear regression model to analyze the influence of demand forecasting on inventory control (Rohman et al., 2022).

The regression analysis produced a model with the equation: $Y = 5.123 + 0.802X$, where *Y* represents inventory control and *X* represents demand forecasting. The positive regression coefficient (0.802) suggests that improvements in demand forecasting are associated with improvements in inventory control. This result is consistent with the theoretical expectation that better forecasting accuracy leads to more efficient inventory management (Alrabadi et al., 2023). The statistical significance of the regression coefficient was tested using a *t*-test. The calculated *t*-value was 8.112 with a significance level of 0.000, which is less than the 0.05 threshold. This finding indicates that demand forecasting has a significant effect on raw material inventory control. The null hypothesis (*H*₀), which stated that there is no significant relationship, was therefore rejected, while the alternative hypothesis (*H*_a), which stated that there is a significant relationship, was accepted (Prabhu & Srivastava, 2023).

The strength of the relationship between the variables was assessed through the coefficient of determination (*R*²), which was found to be 0.711. This indicates that 71.1% of the variation in inventory control can be explained by demand forecasting, while the remaining 28.9% is influenced by other factors not included in the model. This relatively high *R*² value demonstrates that demand forecasting is a strong predictor of inventory control effectiveness in the company (Rohman et al., 2023). Further analysis of the correlation coefficient showed a value of 0.843, which indicates a very strong positive relationship between demand forecasting and inventory control. This means that as the quality and accuracy of demand forecasting improve, the ability of CV Wery Group to maintain optimal raw material levels and minimize operational inefficiencies also increases substantially (Armadan et al., 2023).

In practical terms, the findings highlight that when CV Wery Group utilizes systematic forecasting methods, such as analyzing historical data and identifying seasonal patterns, the company experiences fewer disruptions in production due to stockouts and avoids unnecessary costs related to overstocking. This suggests that forecasting practices directly contribute to the efficiency and sustainability of operations. Overall, the results provide strong empirical evidence that demand forecasting significantly influences raw material inventory control at CV Wery Group Gunungsitoli. The findings confirm that forecasting accuracy is not only a technical necessity but also a strategic capability that determines the company's ability to operate efficiently in a competitive environment.

4. DISCUSSION

The findings of this study provide clear evidence that demand forecasting plays a significant role in improving raw material inventory control at CV Wery Group Gunungsitoli. The positive regression coefficient indicates that better forecasting accuracy leads to more effective management of stock levels, reducing both shortages and excess inventory. This aligns with theoretical perspectives in operations management, which emphasize the importance of aligning supply with demand to achieve efficiency and reduce waste (Astuti et al., 2023).

The strong R^2 value of 0.711 demonstrates that demand forecasting explains a substantial portion of the variation in inventory control. This is consistent with previous studies such as (Stark et al., 2022), which found that accurate demand forecasting significantly reduced inventory management costs and enhanced operational efficiency. Similarly, research by (Cave et al., 2022) showed that the ARIMA method improved inventory decision-making in the food industry. These findings suggest that forecasting accuracy has a universal impact across different industries, including SMEs such as CV Wery Group.

One of the key implications of these findings is that SMEs can greatly benefit from adopting systematic forecasting methods, even if they lack advanced technologies. CV Wery Group, for example, has relied heavily on intuitive estimates in the past, which has led to inefficiencies. By integrating structured forecasting practices, such as analyzing historical sales data and accounting for seasonal trends, the company can optimize procurement decisions and minimize risks associated with fluctuating demand (Duan et al., 2022).

The results also highlight the role of employee involvement in the forecasting process. The questionnaire responses indicated that employees recognized the importance of accurate demand forecasting and its impact on operational efficiency. This suggests that training and empowering employees to participate in data collection and analysis can strengthen the overall forecasting system within the company (Muhammad Asir et al., 2023). Another critical point is that inventory control does not operate in isolation but is directly influenced by external factors such as market trends, consumer preferences, and promotional activities. By incorporating these elements into forecasting models, companies can increase the accuracy of predictions and better align their operations with actual market conditions. This reinforces the idea that demand forecasting is not merely a statistical exercise but a comprehensive managerial process (Salman et al., 2023).

The significant t-test results also underline the causal relationship between demand forecasting and inventory control. Rejecting the null hypothesis provides statistical confirmation that forecasting improvements directly lead to more effective inventory management. This evidence is crucial for SMEs that may underestimate the importance of forecasting and rely solely on reactive strategies when faced with stock imbalances (Alkarabsheh et al., 2022). The correlation coefficient of 0.843 further emphasizes the strength of the relationship between the two variables. This very strong positive correlation suggests that demand forecasting should be considered a strategic priority for CV Wery Group. By investing in forecasting capabilities, the company can enhance not only inventory control but also its overall competitiveness in the market (Aprelyani, 2025).

The findings also support the broader theoretical framework of supply chain management, which posits that forecasting accuracy reduces uncertainty and enhances coordination across different stages of the supply chain. In the case of CV Wery Group, improved forecasting enables better synchronization of procurement, production, and distribution, thereby reducing inefficiencies and ensuring timely delivery of products to customers. It is important to note that while forecasting explains 71.1% of the variation in inventory control, there remain other factors influencing inventory management. These may include supplier reliability, transportation infrastructure, storage capacity, and financial constraints. Future research could explore these additional variables to provide a more holistic understanding of inventory control in SMEs (Halawa, Anggraini, et al., 2023).

The practical implications of this study are significant. For CV Wery Group, adopting formal forecasting tools, such as moving averages, exponential smoothing, or ARIMA models, can help the company transition from intuitive decision-making to evidence-based practices. This shift will not only reduce operational costs but also improve customer satisfaction by ensuring consistent product availability (Rachma, 2024). The results also resonate with global trends in digital transformation, where data-driven decision-making is becoming the norm. SMEs like CV Wery Group can gradually

adopt digital tools, such as spreadsheet models or specialized software, to enhance their forecasting capabilities. Even simple technological adoption can provide significant improvements in accuracy and efficiency.

From an academic perspective, this study contributes to the literature on forecasting and inventory control in SMEs, particularly in the context of the Indonesian food industry. Most previous studies have focused on large-scale industries, while this research highlights the challenges and opportunities faced by smaller enterprises. By doing so, it broadens the scope of knowledge and offers insights applicable to similar businesses across developing regions. Furthermore, the findings have policy implications. Government agencies and academic institutions could support SMEs by providing training and resources for demand forecasting. Such initiatives would help SMEs build resilience against market fluctuations and contribute to national economic stability. For universities, incorporating practical forecasting tools into management curricula would prepare graduates to address real-world operational challenges effectively (Visser & Scheepers, 2022).

Finally, the study underscores the strategic importance of demand forecasting as a capability that extends beyond inventory control. By improving forecasting practices, SMEs can strengthen their overall decision-making processes, enhance operational efficiency, and achieve long-term sustainability. For CV Wery Group, investing in forecasting is not merely an operational necessity but a pathway to growth and competitiveness in an increasingly dynamic business environment.

5. CONCLUSION

This study concludes that demand forecasting has a significant and positive influence on raw material inventory control at CV Wery Group Gunungsitoli. The regression results show that forecasting accuracy accounts for 71.1% of the variation in inventory control, indicating that better forecasting leads to more efficient management of stock levels, minimizing shortages and reducing excessive storage costs. The strong correlation coefficient further confirms the critical role of forecasting in ensuring production continuity and operational efficiency. It is therefore suggested that CV Wery Group enhance its forecasting capabilities by adopting systematic methods and training employees in data-driven decision-making. Furthermore, the company should gradually integrate digital tools into its forecasting practices to support sustainability, competitiveness, and long-term growth. The author would like to express sincere gratitude to the management and employees of CV Wery Group Gunungsitoli for their cooperation and valuable support during the data collection process. Deep appreciation is also extended to academic supervisors and colleagues at Nias University for their constructive guidance, as well as to family and friends who continuously provided encouragement and motivation. Without their contributions, this research would not have been possible.

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