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Economic Order Quantity as a Quantitative Approach for Transaction Optimization in Community Economic Systems

Bunga Berlian[1], Yeni Budiawati[1], Johan Setiawan[1], Setiawan Sariyoga[1]
[1]Universitas Sultan Ageng Tirtayasa, Indonesia
bungaberlian189@gmail.com*

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Abstract

Small and Medium Enterprises (SMEs) in the food processing sector often face challenges in managing raw material inventories efficiently, which can affect operational sustainability. This study aims to analyze inventory control of sweet potato procurement in a local SME producing processed food. Data were collected through interviews with three key informants (owner, production supervisor, and procurement staff), direct observation of raw material handling, and documentation of purchasing records, complemented by literature review. A descriptive quantitative approach was applied using calculations of Safety Stock, Minimum and Maximum Inventory Levels, Reorder Point, and Economic Order Quantity (EOQ). Results indicate that the optimal inventory range lies between 5,160 kg (minimum) and 6,420 kg (maximum). The EOQ method suggests an ideal order size of 732.04 kg per cycle, reducing annual inventory costs to IDR 464,787, which is lower than conventional ordering practices. Efficiency of inventory control was recorded at 10.19%, highlighting the need for structured methods to improve effectiveness. The findings demonstrate that systematic inventory management can minimize storage and ordering costs, prevent shortages or excess stock, and enhance operational efficiency. This research contributes to strengthening inventory management practices in SMEs engaged in local food processing.

INTRODUCTION

Indonesia is a country with abundant natural resources and fertile soil, enabling it to produce a wide variety of food crops. In general, food crops are plants that produce carbohydrates and protein as staple foods. One of the most commonly consumed food crops in Indonesia is sweet potatoes. Sweet potatoes are a local food commodity with great potential for development, both as an alternative staple food and as a raw material for processed foods.

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However, data from Badan Pusat Statistik, (2024) shows that sweet potato production is still relatively low compared to similar commodities, such as cassava. In 2022, sweet potato production was recorded at only 17,714 tons, far below cassava production, which reached 74,705 tons. This pattern has also been consistent in previous years. One of the causes is the limited innovation in the processing and marketing of sweet potatoes, which makes this commodity less attractive to farmers and business actors because its selling price is still low when sold in fresh form.

In an effort to provide a comprehensive overview of food crop production trends in Banten Province, particularly sweet potatoes, data on food crop production by commodity type over the past three years is presented. The presentation of this data is intended to strengthen the analysis of the strategic position of sweet potatoes compared to similar commodities, as well as to serve as a basis for consideration in encouraging processing innovation and increasing added value to support increased sweet potato production at the local level.

Table 1. Food Crop Production by Type of Food Crop in Banten Province

Type of Crop	Food Crop Production by Type in Banten Province (Tons)		
	2020	2021	2022
Rice	1.655.170,09	1.603.247,00	1.788.582,60
Wetland Rice	-	-	-
Upland Rice	-	-	-
Secondary Crops	193.012,00	138.606,00	138.881,00
Maize (Corn)	111.903,00	58.661,55	40.043,00
Soybeans	895,00	569,80	1.849,00
Peanuts	4.544,00	4.054,00	4.343,00
Mung Beans	348,00	346,05	227,00
Cassava	60.038,00	58.835,33	74.705,00
Sweet Potatoes	**15.284,00**	**16.139,76**	**17.714,00**

Based on table 1, in 2022, the Banten Province Central Statistics Agency recorded that sweet potato production in Banten Province reached 17,714.00 tons, which was lower than cassava production, which reached 74,705.00 tons. The same pattern occurred in previous years, where the percentage of sweet potatoes was lower than the production of cassava crops. Sweet potatoes are an alternative source of non-rice carbohydrates, which have many benefits and balanced nutrition for the body's health. According to Amagloh et al., (2021), sweet potatoes have three advantages: the quality of cereals (high starch), fruits (high vitamin and pectin content), and vegetables (high vitamin and mineral content). Sweet potatoes also contain macronutrients and various micronutrients, including manganese, copper, potassium, iron, vitamin B complex, vitamin C, vitamin E, and provitamin A (such as carotenoids, mostly in yellow and orange varieties). Sweet potatoes are also commonly known to the public in the form of snacks or processed foods that are widely enjoyed by the community (Ad, 2024; Aprilian et al., 2023).

This condition shows the importance of product innovation as an effort

to increase market demand for sweet potatoes and encourage increased production. One form of innovation that is beginning to develop is chocolate-coated sweet potato products, namely sweet potatoes that are processed into snacks coated with chocolate, thereby providing added value in terms of taste, appearance, and shelf life. This product is considered capable of attracting consumers, especially young people, because it has a sweet taste, attractive shape, and is suitable as a local souvenir. In addition, processing sweet potatoes into chocolate-coated products also helps extend the shelf life of sweet potatoes, which are generally perishable when stored fresh (Bowo et al., 2023; Budiyanto et al., 2021).

One of the Micro, Small, and Medium Enterprises in an area in Indonesia develops processed products made from sweet potatoes as its main commodity. In the production process, the procurement of sweet potato raw materials is often a challenge, especially in terms of cost efficiency, supply stability, and smooth production flow. These conditions indicate the need for a structured raw material procurement control system to ensure business continuity. Based on this background, this study aims to analyze the control of sweet potato raw material procurement through the Economic Order Quantity (EOQ) method. The results of this study are expected to provide strategic recommendations for Micro, Small, and Medium Enterprises in improving the effectiveness of raw material management and supporting the development of processed sweet potato products at the local level, thereby contributing to increased productivity of this commodity in the relevant regions (Juriah et al., 2024; Wahyuni et al., 2024).

METHODS

This study applies an exploratory descriptive methodology with a quantitative approach supported by qualitative descriptive data. This study aims to analyze the control of sweet potato raw material procurement at the Rumah Ajaib Local MSME in Kp. Ciborang, Kadubeureum Village, Serang Regency, Banten. The research subjects or respondents were the owners of Rumah Ajaib Local MSMEs, who were selected using non-probability sampling with a purposive method. According to (Busral et al., 2025; Cozzens et al., 1989; Dasrizal et al., 2025; Engkizar et al., 2024, 2025; Harun et al., 2021; Sari et al., 2025; Sugiyono & Sudaryono, 2021; Welly et al., 2024; Widad et al., 2022), data collection used two sources: primary data obtained directly from respondents through interviews and observations, and secondary data from literature studies and data from the Central Statistics Agency (BPS).

The main research instrument used was a questionnaire that served as a guide for interviews and observations, supported by documentation tools and laptops for data processing. Data collection techniques included observation, interviews, surveys, literature studies, and documentation. The collected data were analyzed using quantitative descriptive analysis. The analytical tools used included calculations of Safety Stock, Minimum Inventory, Maximum Inventory, and Reorder Point (ROP) to analyze inventory levels. In addition, the Economic Order Quantity (EOQ) and Total Inventory Cost (TIC) methods were used to analyze raw material requirements and inventory costs, as well as the inventory control cost efficiency formula to identify procurement cost efficiency.

RESULT AND DISCUSSION

Overview of Research Object

One of the Micro, Small, and Medium Enterprises in an area in Indonesia is a home business engaged in the processing of sweet potato-based products. This business was developed by a local entrepreneur who started his production activities in 2018.

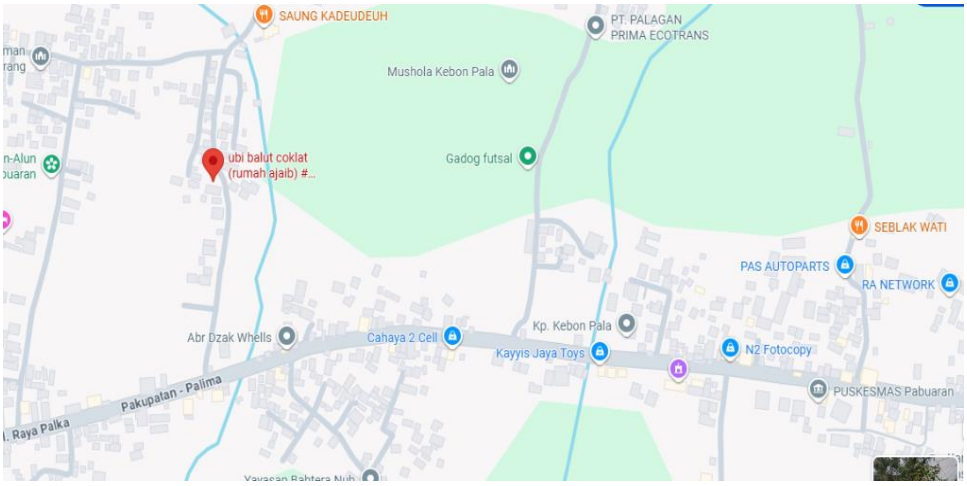

Fig 1. Research Location Map

In early 2018, local entrepreneurs initiated the production of chocolate-coated sweet potatoes as an innovation from purple sweet potato chips coated with chocolate compound. This product was the first of its kind. The chocolate-coated sweet potatoes are packaged in 100-gram aluminum ziplock bags and sold for Rp 17,000 per package to retailers and Rp 15,000 to resellers. Production is carried out by three workers with tasks including cutting raw materials, packaging, and marketing the product. This local SME, *Rumah Ajaib*, has obtained legal business status and halal certification from the relevant authorities. The presence of these legalities and certifications demonstrates the business's commitment to maintaining product quality, food safety, and consumer trust.

Research Findings

Controlling raw material inventory is an important aspect for *Rumah Ajaib* Local MSMEs in order to maintain the smooth production of chocolate-covered sweet potatoes. Setting maximum and minimum inventory levels is necessary to prevent raw material shortages that could halt production, as well as excess stock that could potentially increase storage costs. Micro, small, and medium enterprises place orders for raw materials on an ongoing basis in order to maintain stability in the production process.

Purchase of Sweet Potato Raw Materials (2024 Data)

Local SMEs *Rumah Ajaib* purchase directly from local and out-of-area farmers. Orders are placed four times a month, with purchase quantities adjusted according to production needs and previous period experience. The 2024 purchase data is shown in the following table:

Table 2 Sweet Potato Raw Material Purchases in 2024

No	Month	Purchases (Kg)
1	January	300
2	February	400
3	March	400
4	April	250
5	May	200
6	June	400

7	July	400
8	August	500
9	September	200
10	October	400
11	November	250
12	December	200
Total		**3.900**
Average	**325**	

The highest purchase occurred in August at 500 kg due to a bazaar and higher demand

Sweet Potato Raw Material Usage (2024 Data)

Raw material usage fluctuates each month with a total usage of 3,780 kg and an average of 315 kg per month.

Table 3. Utilization of Sweet Potato Raw Materials in 2024

No	Month	Usage (Kg)
1	January	250
2	February	350
3	March	250
4	April	350
5	May	170
6	June	300
7	July	330
8	Augusts	700
9	September	200
10	October	350
11	November	230
12	December	300
Total		**3.780**
Average		**315**

The highest usage occurred in August at 700 kg.

Order Frequency and Cost

Local MSMEs *Rumah Ajaib* orders sweet potatoes 48 times a year (4 times per month). The cost per order is IDR 45,000, consisting of loading and unloading and telephone costs.

Table 4. Ordering Costs

No	Type of Cost	Total (Rp)
1	Loading/Unloading	40.000
2	Telephone	5.000
Total Cost per Order		**45.000**

Total annual ordering costs amount to:

Table 5. Total Ordering Costs 2024

Period	Cost per Order (Rp)	Frequency	Total (Rp)	
Jan–Des	45.000	4	180.000 per month	
Annual Total			**2.160.000**	Annual Total

Total Inventory Costs for 2024

Total inventory costs using the Local MSME *Rumah Ajaib* method consist of:

Table 6. Total Inventory Costs

Description	Total (Rp/Year)
Ordering Costs	2.160.000
Storage Costs	2.400.000
Total	**4.560.000**

Storage cost per kg:

Table 7. Storage Cost per Kg

Total Storage Cost (Rp)	Requirement (Kg)	Cost per Kg (Rp)
2.400.000	3.780	**635**

Safety Stock, Minimum Maximum Inventory, and Reorder Point

Inventory control calculation results:

a. Safety stock = 1,540 kg
b. Minimum inventory = 5,160 kg
c. Maximum inventory = 6,420 kg
d. Reorder point = 1,260 kg

The calculation is based on maximum usage data, average usage (T = 315 kg), and lead time (C = 4).

Calculations are essential in controlling raw material inventory and estimating sweet potato inventory costs in the production of chocolate-coated sweet potatoes at the *Rumah Ajaib* Local MSME. This analysis aims to obtain a quantitative picture of the optimal availability of raw materials to support a smooth production process, while identifying the costs incurred from raw material storage and ordering activities. The data used comes from purchase records, raw material usage, and relevant operational cost information during the research period. The results of the analysis are expected to form the basis for formulating efficient and sustainable inventory control strategies, thereby supporting the improvement of raw material management effectiveness in these Micro, Small, and Medium Enterprises. In this analysis process, the researcher used a clear method, namely the Economic Order Quantity (EOQ) method. The Economic Order Quantity (EOQ) method is used to determine the most economical quantity of raw material orders, requiring calculations of safety stock, reorder point, and total inventory cost. In this study, the analysis of the Economic Order Quantity (EOQ) method produced the following calculations:

$$EOQ = \sqrt{\frac{2 \times D \times S}{H}}$$

$$= \sqrt{\frac{2 \times 3.780 \times 45.000}{635}}$$

$$= \sqrt{\frac{340.200.000}{635}}$$

$$= \sqrt{535.748}$$

$$= 732{,}04 \text{ kg}$$

Table 8. Economic Order Quantity (EOQ) Calculation Data

Component	Value	Description
D	3.780 kg/year	Annual demand
S	Rp 45.000	Ordering cost per order
H	Rp 635/kg/year	Storage cost per kilogram per year

Table 9. Economic Order Quantity (EOQ) Calculation Results

Calculation Step	Result

EOQ = √((2 × D × S) / H)	√((2 × 3.780 × 45.000) / 635)
Value under the square root	√535.748
Economic Order Quantity (EOQ)	**732,04 kg**

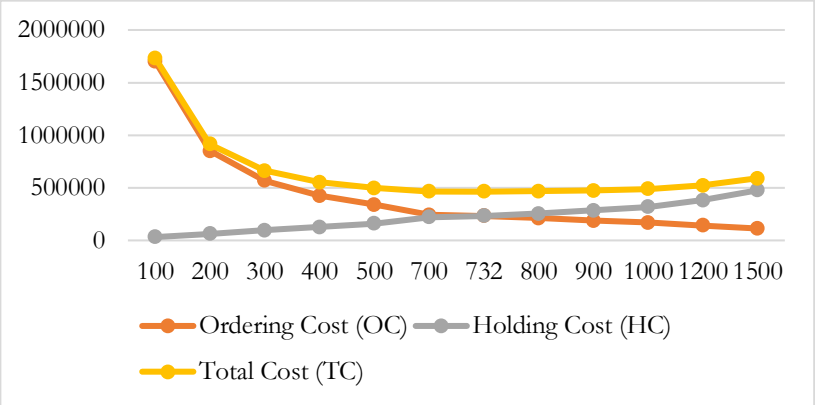

Fig 2. Economic Order Quantity (EOQ) Showing Ordering Cost, Holding Cost, and Total Cost

Based on calculations using the Economic Order Quantity (EOQ) method, it was found that the amount of sweet potato raw materials that can be ordered by the Local MSME *Rumah Ajaib* is 732.04 kg, resulting in more economical costs.

After determining the cost of a single order and the storage cost of sweet potato raw materials per kg, the next step is to calculate the total inventory costs incurred by the Local SME *Rumah Ajaib* in 2024. The total inventory cost according to this conventional method will later be compared with the total inventory cost according to the Economic Order Quantity (EOQ) method. The calculation of the total inventory cost according to the conventional method applied by the Local SME *Rumah Ajaib* in 2024 is as follows:

$$TIC = \left(H\ x\ \frac{Q}{2}\right) + \left(S\ x\ \frac{D}{Q}\right)$$

$$= \left(635\ x\ \frac{732{,}04}{2}\right) + \left(45.000\ x\ \frac{3.780}{732{,}04}\right)$$

$$= 232.422{,}7 + 232.364{,}4$$

$$= 464.787{,}1 \text{ rounded to } 464.787$$

Table 10. Total Inventory Cost (TIC)

TIC Component	Formula	Value
Holding Cost	H × (Q/2)	635 × (732,04 / 2) = **232.422**
Ordering Cost	S × (D/Q)	45.000 × (3.780 / 732,04) = **232.364,4**
Total Inventory Cost (TIC)	**Holding + Ordering**	**464.787 (rounded)**

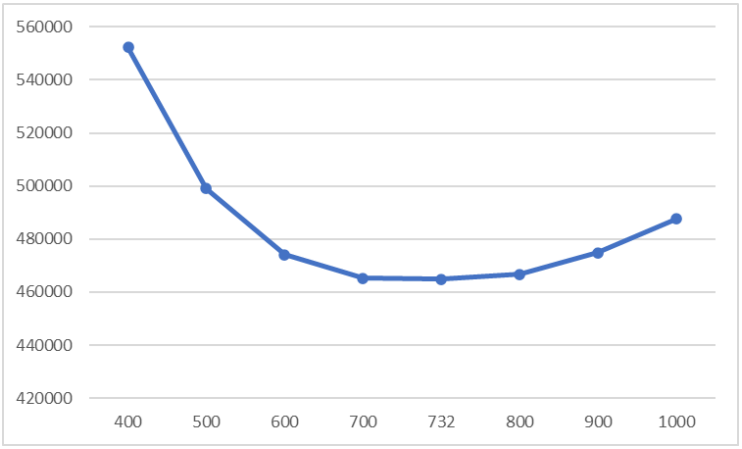

Fig 3. Total Inventory Cost (TIC) Based on Order Quantity (Q) Variations

Based on the total inventory cost calculation using the Economic Order Quantity (EOQ) method above, it can be seen that the total inventory cost incurred by the Local MSME *Rumah Ajaib* in 2024 is IDR 464,787.

Identifying Raw Material Inventory Efficiency and Raw Material Procurement Costs at Local MSMEs *Rumah Ajaib* Ubi Chocolate-Coated Sweet Potatoes

Results of the analysis of raw material inventory efficiency and procurement costs at the local MSME *Rumah Ajaib Ubi Balut Coklat*. This analysis aims to assess the level of inventory management optimization in terms of the amount of raw materials and costs incurred. The assessment was conducted using the Economic Order Quantity (EOQ) method to determine the optimal order quantity that can minimize the Total Inventory Cost (TIC). The results of the Economic Order Quantity (EOQ) calculation were then used as the basis for calculating the level of inventory control cost efficiency, with the ideal total cost being the result of the calculation based on the Economic Order Quantity (EOQ), while the actual total cost was the inventory cost incurred during the research period. This calculation provides a quantitative picture of the extent to which the applied inventory control costs are close to ideal conditions. The efficiency value produced can be used to evaluate the effectiveness of the raw material procurement strategy implemented by Micro, Small, and Medium Enterprises. The results of the analysis are presented in tabular form to facilitate reading and interpretation of the data. The recapitulation of the calculation of raw material inventory efficiency and procurement costs at Local MSMEs *Rumah Ajaib* can be seen in the following formula.

$$\text{Cost Efficiency} = \left(\frac{Total\ Ideal\ Cost}{Total\ Actual\ Cost}\right) x\ 100\%$$
$$= \left(\frac{464.787}{4.560.000}\right) x\ 100\%$$
$$= 0{,}1019$$

Table 11. Cost Efficiency Calculation Results

Component	Value (Assumed Rupiah)	Description
Total ideal cost	464.787	Cost that should have been incurred
Total actual cost	4.560.000	Cost that was actually incurred
Cost efficiency	0,1019 or 10,19%	(total ideal cost/total actual cost) × 100%

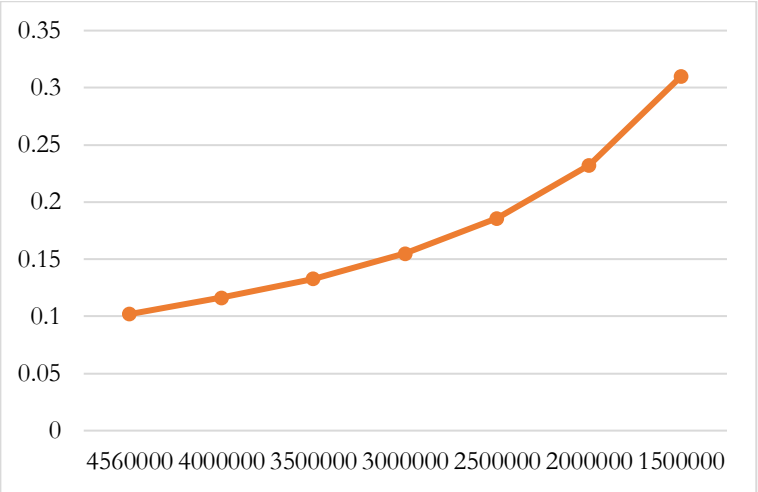

Fig 4. Cost Efficiency

This graph shows the relationship between actual total costs and the level of cost efficiency. Based on the efficiency calculation result of 0.1019 or 10.19%, it can be concluded that the control of raw material inventory costs at the Local MSME *Rumah Ajaib* has not yet reached the ideal condition. This low efficiency value indicates that the inventory control system implemented still needs to be improved in order to reduce costs and increase the effectiveness of resource utilization.

Discussion of Research Findings

The results of this study indicate that the application of the Economic Order Quantity (EOQ) method at *Rumah Ajaib* Local SME produces the most optimal order quantity of 732.04 kilograms for each order, with total annual inventory costs of only Rp464,787. This figure is much lower than the actual inventory cost in 2024, which reached IDR 4,560,000. This significant saving occurred because the Economic Order Quantity (EOQ) method successfully found a balance between ordering costs and storage costs so that the total inventory cost was at a minimum. This principle aligns with the basic theory first developed by Ford Whitman Harris in 1913 and later popularized through Wilson's formula.

The frequency of orders, which originally reached 48 times a year, decreased dramatically to only about five to six times a year, so that ordering costs fell from Rp2,160,000 to only Rp232,423 per year. This decrease in ordering costs was offset by an increase in storage costs, which remained manageable because the average inventory level was maintained at a reasonable level. These findings are consistent with the results of research by Bambang Ismaya & Suseno, (2022) on other sweet potato processing companies, which also succeeded in reducing total inventory costs by 38–42 percent through the same approach. However, the new efficiency level of 10.19 percent indicates that there is still a significant gap between current practices and ideal conditions, mainly due to high demand fluctuations and uncertainty in delivery times from farmers.

Sharp fluctuations in demand, particularly the surge in August 2024 which reached 700 kilograms, as well as uncertain delivery times, were the main causes of low inventory control efficiency in this business. Although the safety stock has been calculated at 1,540 kilograms and the reorder point set at 1,260 kilograms, in practice, management still heavily relies on the owner's personal estimates and experience. This condition reflects a classic problem often encountered in Micro, Small, and Medium Enterprises in the food processing sector, as revealed by Anggraini et al., (2024); Aprilian et al., (2023), namely the

low level of adoption of formal inventory control systems due to limited human resources, limited capital, and minimal use of information technology. From a theoretical perspective, the deterministic Economic Order Quantity (EOQ) model assumes that demand and waiting time are fixed and can be predicted with certainty. The reality in the field shows that conditions at *Rumah Ajaib* Local MSMEs are stochastic, greatly influenced by harvest seasons, weather, and seasonal events such as bazaars or major holidays. Therefore, although the Economic Order Quantity (EOQ) method provides a mathematically optimal solution, successful long-term implementation requires further development towards more flexible models such as periodic review systems or integration with demand forecasting techniques, as recommended by (Sekarwangi & Miharja, 2024).

Overall, this study successfully achieved its main objective, which was to formulate a more efficient and measurable strategy for controlling sweet potato raw material inventory through the Economic Order Quantity (EOQ) approach. Cost savings of nearly IDR 4,000,000 per year represent a significant economic impact for home-based businesses, as these funds can be redirected toward new product innovation, marketing network expansion, or packaging quality improvement. Thus, this study also supports broader objectives, namely increasing the added value of sweet potato commodities in Banten Province while strengthening the economic resilience of local Micro, Small, and Medium Enterprises (MSMEs). These results also demonstrate that the Economic Order Quantity (EOQ) method, despite being relatively simple and over a century old, remains highly relevant and provides tangible benefits for small-scale businesses when supported by consistent data recording and a commitment to sustained implementation. For the next stage, it is highly recommended to develop an inventory information system based on electronic spreadsheets or simple applications on smartphones, as well as combining the Economic Order Quantity (EOQ) method with forecasting techniques such as moving averages or exponential smoothing, so that inventory control efficiency levels can increase to around 80–90 percent, as has been successfully achieved by several other Micro, Small, and Medium Enterprises that have adopted a similar approach.

CONCLUSION

Based on this study, it was found that Rumah Ajaib Local MSMEs can optimize sweet potato inventory control by applying the Economic Order Quantity (EOQ) method, which results in an optimal order quantity of 732.04 kg per order and total inventory costs of Rp 464,787 per year, which is more efficient than the conventional method. These findings indicate that current inventory management is still ineffective, with an efficiency rate of only 10.19%. The implications of these results are that Micro, Small, and Medium Enterprises can reduce storage costs, maintain production continuity, and enhance business sustainability through the consistent application of Economic Order Quantity (EOQ), planned order scheduling, and regular inventory cost monitoring.

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