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Analysis of the Influence of Consumer Spending Patterns, Marketing Strategy Effectiveness, and Product Inventory Management on Sales Revenue Growth During the Holy Month of Ramadhan at Ethica Store in Pamekasan

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Abstract: This study analyzes the effect of consumer patterns, marketing strategy effectiveness, and product stock management on sales revenue growth during the fasting month at Ethica Store Pamekasan in 2025. This study uses a quantitative approach with multiple linear regression analysis to test the partial effect of each independent variable on sales revenue. The t-test results show that consumer patterns have a positive and significant effect on sales revenue ($t=10.000 > p=0.000$), the effectiveness of marketing strategies also has a positive and significant effect ($t=5.651 > p=0.000$), as does product stock management, which has a positive and significant effect ($t=7.040 > p=0.000$). These findings indicate that the increase in sales revenue during the fasting month is mainly influenced by changes in people's consumption patterns, supported by effective marketing strategies and proper stock management. The implications of this study emphasize the importance of monitoring Ramadan consumption trends, optimizing promotions, and ensuring product availability in order to maximize sales opportunities.

Keyword: Consumption Patterns, Marketing Strategies, Product Inventory Management, Sales Revenue.

INTRODUCTION

Consumer behavior undergoes a noticeable shift during the fasting month, primarily due to the significant annual increase in demand for iftar and suhoor. Research indicates a substantial rise in purchases during Ramadan compared to non-Ramadan periods, highlighting the strong influence of Ramadan on the consumption patterns of Muslim communities in various countries, including Indonesia and Bangladesh (Hosen, 2024). Changes in consumption patterns are evident not only in increased purchases of food and beverages, but also in other

categories such as clothing, gifts, and household goods during Ramadan. This is supported by studies showing that consumption among Muslim communities increases significantly during the month of Ramadan compared to other months (Sarahnisa et al., 2024). This phenomenon serves as a crucial foundation for retailers to understand consumer behavior during Ramadan so they can develop effective marketing and inventory management strategies.

An effectively designed marketing strategy can drive greater consumer engagement and boost sales during a specific period. Sarahnisa's research highlights how Ramadan-specific campaigns can increase consumer engagement and influence purchasing decisions through product placement, optimized product launches, and collaborations with influencers (Sarahnisa et al., 2024). However, the effectiveness of a marketing strategy is not solely determined by its ability to attract consumers, but also by how well it is tailored to local consumer behavior, market segmentation, and seasonal purchasing trends during Ramadan. Consumers tend to make purchasing decisions based on religious, social, and economic values that differ from those during regular periods, making adaptive marketing strategies crucial for achieving sales growth targets (Salhab, 2024).

In addition to marketing, product inventory management also plays a key role in driving sales growth, particularly for products with high and fluctuating demand during the fasting month. A study Barrera-sánchez & García-cáceres, (2025) shows that optimal inventory planning that takes demand variability into account can help prevent both stockouts and overstocking, thereby helping to maintain customer satisfaction and sales revenue. Consumer behavior changes noticeably during Ramadan, as Muslim households tend to increase spending on food, beverages, clothing, gifts, and household goods to meet religious, social, and family needs. Previous studies show that purchasing activity rises during the fasting month compared with non-Ramadan periods, indicating that Ramadan creates a distinctive pattern of seasonal consumption in Muslim-majority markets (Sarahnisa et al., 2024). For retailers, this period is not only a moment of higher demand but also a period of rapid changes in shopping frequency, product priorities, and purchase timing. As a result, understanding consumer spending behavior during Ramadan becomes essential for designing effective business strategies.

This study is theoretically grounded in three perspectives. First, consumer behavior theory explains that purchasing decisions are shaped by needs, preferences, and situational influences. In the context of Ramadan, religious values, social interaction, and household routines can alter what consumers buy, when they buy it, and how often they shop. Second, seasonal demand theory suggests that demand is not constant throughout the year but can rise sharply during recurring periods such as religious holidays, creating temporary but predictable shifts in market behavior. Third, retail operations and inventory management theory emphasizes that sales performance depends not only on demand creation but also on the firm's operational ability to ensure product availability at the right time and in the right quantity. Together, these perspectives provide a clear conceptual basis for linking consumer spending patterns, marketing strategy effectiveness, and product inventory management to sales revenue growth.

An effective marketing strategy is important because increased demand alone does not automatically translate into higher sales. During Ramadan, consumers are more responsive to promotions, product accessibility, and messages that match seasonal needs. Prior studies indicate that Ramadan-oriented campaigns can strengthen consumer engagement and influence purchasing decisions through product placement, promotional timing, and influencer collaboration (Sarahnisa et al., 2024). However, the success of marketing strategies depends on how well they align with local consumer behavior, market segments, and the specific rhythm of Ramadan demand (Salhab, 2024). In other words, marketing effectiveness during Ramadan is not simply determined by the intensity of promotion, but by its relevance to shifting consumption patterns.

At the same time, inventory management is a critical operational factor in seasonal retail performance. When demand increases rapidly, stockouts may cause lost sales and push

consumers toward competitors, while overstocking may create inefficiency and unnecessary costs. Previous research shows that inventory planning that accounts for demand variability helps firms maintain customer satisfaction and protect revenue by preventing stock shortages and excessive inventory accumulation (Barrera-sánchez & García-cáceres, 2025). This indicates that during Ramadan, inventory management is not merely a back-office activity but an important mechanism for converting demand into actual sales.

Thus, approaches such as optimal replenishment and accurate demand-driven inventory management are key factors in adaptive retail operations during the fasting month. The integration of consumer spending patterns, effective marketing strategies, and responsive product inventory management will create strong synergy to significantly boost sales revenue. At the same time, understanding Muslim consumer trends during the fasting month can also serve as a key asset for decision-making in the retail sector to develop more well-thought-out operational plans (Hosen, 2024).

Although prior studies have examined the determinants of retail performance, they have largely done so in separate streams. Research on consumer spending patterns has emphasized how expenditures vary across firms and product categories and shape firms' ability to capture customer wallet share (Jang, 2016). Studies on marketing effectiveness have shown that promotional outcomes depend strongly on timing, customer behavior, and holiday contexts, especially in retail settings (Darbanian, 2025). In addition, marketing literature indicates that firm performance is strengthened when marketing capabilities are aligned with customer orientation and integrated across decision processes (Homburg, 2022). However, limited empirical attention has been given to how these three dimensions jointly operate within a single local retail setting during a specific period of seasonal demand such as Ramadan. Therefore, the novelty of this study lies in integrating consumer spending patterns, marketing strategy effectiveness, and product inventory management into one analytical model to explain sales revenue growth at Ethica Store Pamekasan during Ramadan 2025. Based on this gap, this study aims to analyze the effect of those three variables on sales revenue growth.

Therefore, this study is important to examine consumer spending patterns, the effectiveness of marketing strategies, and product inventory management in influencing sales revenue growth during the fasting month at the Ethica Store in Pamekasan in 2025. The results of this study are expected to provide a robust empirical picture as well as strategic recommendations for the management of the Ethica Store to plan more targeted marketing and inventory decisions.

METHOD

This study was conducted in the city of Pamekasan, with Ethica Store Pamekasan serving as both the location and the subject of the research. The study was carried out during the fasting month of 2025. The study population included all Ethica Store customers, both those who shopped directly at the store and those who shopped online, with a total of 110 customers. To determine the number of respondents, this study used the Slovin formula with a margin of error (e) of 10% because the population size was still classified as small to medium. The results of the Slovin formula calculation are as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{110}{1 + 110(0,10^2)}$$

$$n = \frac{110}{1 + 110(0,01)}$$

$$n = \frac{110}{1 + 1,1}$$

$$n = \frac{110}{2,1}$$

n=52,38=52 responden

Thus, the sample size was rounded to 52 respondents. Although the absolute number of respondents is relatively modest, the sample represents 47.3% of the total population, which is substantial in relation to the accessible population of this study. The use of a 10% margin of error was considered appropriate because the research was limited to a single store, a specific seasonal period, and a relatively small finite population. Accordingly, the findings are intended to explain relationships within the context of Ethica Store during Ramadan rather than to produce broad generalizations beyond the study setting.

Primary data were collected through a structured questionnaire administered to the selected respondents. In addition, observation and documentation were used only as supporting techniques to verify contextual information related to sales conditions, marketing activities, and stock availability during Ramadan. These supporting data were not treated as independent qualitative findings and were not analyzed using qualitative procedures. Therefore, this study remains purely quantitative, rather than a mixed-method study.

The variables were measured using indicators derived from the conceptual dimensions of each construct and were assessed using a Likert scale. Before hypothesis testing, the data were analyzed descriptively to describe respondent characteristics and variable tendencies. The research instrument was then tested for validity and reliability to ensure that the questionnaire items measured the intended constructs accurately and consistently. Furthermore, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to confirm the suitability of the regression model. Finally, multiple linear regression analysis was used to test the effect of consumer spending patterns, marketing strategy effectiveness, and product inventory management on sales revenue growth. Hypothesis testing was carried out using the t-test for partial effects and the F-test for simultaneous effects at a significance level of 5% (0.05).

Tabel 1 Variable Operationalization

Variable	Operational Definition	Indicators	Scale
Consumer spending patterns (X1)	The tendency of customers to change their purchasing behavior during Ramadan in terms of intensity, timing, and purchasing priorities	Purchase frequency, quantity of purchase, purchase timing, priority of Ramadan-related needs, preference for shopping channel	Likert
Marketing strategy effectiveness (X2)	The extent to which the store's marketing activities are perceived as relevant, attractive, timely, and persuasive during Ramadan.	Clarity of promotional message, attractiveness of promotion, suitability of promotion timing, relevance to customer needs, reach of online/offline promotion	Likert
Product inventory management (X3)	The store's ability to maintain product availability and stock control during periods of increased demand	Product availability, stock completeness, speed of restocking, accuracy of stock information, availability of substitute products	Likert
Sales revenue growth (Y)	The perceived increase in sales performance during	Increase in transaction volume, increase in customer purchases,	Likert

Ramadan compared with normal periods with increase in product sales, achievement of sales target, overall sales growth

RESULTS AND DISCUSSION

Respondent Description

The profile of the respondents in this study is shown in Table 1. This table provides a description of the respondents' age and gender. The data indicates that the majority of respondents in this study are women, accounting for 84.6% of the total. Based on age, the majority of buyers in this study are in the 21–25 age range, accounting for 63.5%.

Table 2. Profile of Research Respondents

Gender	Information	Frekuensi	Presentase
	Man	8	15,4
	Woman	44	84,6
	Total	52	100,0
Age			
	<20	8	15,4
	21-25	33	63,5
	26-30	4	7,7
	31-35	4	7,7
	36-40	2	3,8
	41-45	1	1,9
	Total	52	100,0

Source: Data compiled by the author, 2026

Description of Research Variables

Validity Test

Table 3. Validity Test Results

Variable	Indikator	R-Calc	R-Table	Description
Consumption patterns of the public (X1)	X1.1	0,586	0,3542	Valid
	X1.2	0,603	0,3542	Valid
	X1.3	0,632	0,3542	Valid
	X1.4	0,653	0,3542	Valid
	X1.5	0,601	0,3542	Valid
	X1.6	0,875	0,3542	Valid
	X1.7	0,647	0,3542	Valid
	X1.8	0,749	0,3542	Valid
The effectiveness of marketing strategies (X2)	X2.1	0,708	0,3542	Valid
	X2.2	0,764	0,3542	Valid
	X2.3	0,720	0,3542	Valid
	X2.4	0,811	0,3542	Valid
	X2.5	0,860	0,3542	Valid
	X2.6	0,797	0,3542	Valid
	X2.7	0,678	0,3542	Valid
	X2.8	0,806	0,3542	Valid
Product inventory management (X3)	X3.1	0,763	0,3542	Valid
	X3.2	0,817	0,3542	Valid
	X3.3	0,798	0,3542	Valid
	X3.4	0,683	0,3542	Valid
	X3.5	0,864	0,3542	Valid
	X3.6	0,868	0,3542	Valid
	X3.7	0,832	0,3542	Valid
	X3.8	0,778	0,3542	Valid
Increase in sales revenue (Y)	Y1.1	0,559	0,3542	Valid
	Y1.2	0,406	0,3542	Valid

Y1.3	0,702	0,3542	Valid
Y1.4	0,501	0,3542	Valid
Y1.5	0,481	0,3542	Valid
Y1.6	0,719	0,3542	Valid
Y1.7	0,846	0,3542	Valid
Y1.8	0,668	0,3542	Valid

Source: Data processed using IBM SPSS 25

Based on Table 2, it can be seen that the calculated R-value is greater than the critical T-value, so the result can be considered valid.

Reliability Test

In this study, the Cronbach’s Alpha formula was used to measure reliability. The calculation results showed a Cronbach’s Alpha value of 0.70. A variable is considered reliable if its Cronbach’s Alpha value is greater than 0.70. The following table presents the reliability levels in this study.

Table 4. Reliability Test Results

Variable	Cronbachs Alpha	Description
Consumer Patterns (X1)	0,824	Reliable
The Effectiveness of Marketing Strategies (X2)	0,900	Reliable
Product Inventory Management (X3)	0,919	Reliable
Increase in Sales Revenue (Y)	0,755	Reliable

Source: Data processed using IBM SPSS 25

Based on Table 3, it can be seen that the Cronbach’s Alpha value is greater than 0.70, so the scale is considered valid.

Normality Test

The purpose of this analysis is to assess whether the residuals or covariates in the regression model follow a normal distribution, as a normal or near-normal distribution is an indication of a good regression model.

Table 5. Results of the Kolmogorov-Smirnov (K-S) Test

Unstandardized		
N		52
Normal Parameters ^{a,b}	Mean	,000000
	Std. Deviation	2,56909053
Most Extreme Differences	Absolute	,094
	Positive	,094
	Negative	-,062
Test Statistic		,094
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: Data processed using IBM SPSS 25

Based on the calculations, the Asymp. Sig. (2-tailed) value is 0.200. This indicates that the residuals in the regression model are normally distributed, since the significance value of 0.200 is greater than the standard significance level of 0.05 (0.200 > 0.05). Thus, this regression model is suitable for further hypothesis testing, as one of the basic assumptions in multiple linear regression analysis has been met.

Multicollinearity Test

Table 6. Result Multicollinierity Test

Variable	Tolerance	VIF	Requirements
Consumption patterns of the public (X_1)	0,448	2,230	Eligible
The effectiveness of marketing strategies (X_2)	0,400	2,501	Eligible
Product inventory management (X_3)	0,324	3,090	Eligible

Source: Compiled by the author

All Tolerance values are greater than 0.300, and all VIF values are well below 10. Thus, this regression model is free of multicollinearity issues.

Heteroscedasticity Test

All Tolerance values are greater than 0.300, and all VIF values are well below 10. Thus, this regression model is free of multicollinearity issues.

Heteroscedasticity Test

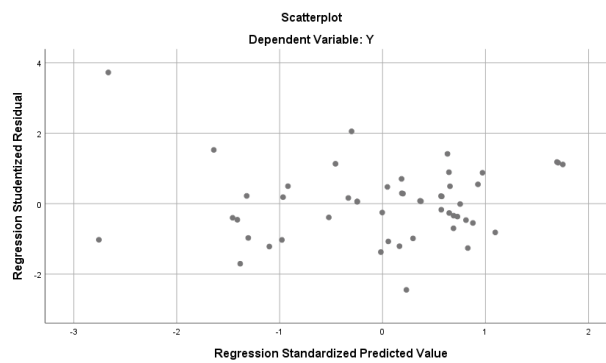


Figure 5 Results of the heteroscedasticity test

Source: Data processed using IBM SPSS 25

The scatterplot illustrates the random distribution of residual points across the graph, both above and below the zero line on the vertical axis. (0) (Standardized Residual Regression). This random distribution confirms that there are no specific patterns (such as funnel or wavy patterns) and that the residual variance is constant (homoscedastic). The regression model is valid and statistically valid for use in testing additional hypotheses if these conditions are met.

Multiple Linear Regression Test

Table 7. Results of the multiple linear regression analysis

Model	Unstandardized B	Coefficients Std. Error	Standardized coefficient	T	Sig
Constanta	-4,399	1.683		-2,613	0,012
Consumption patterns of the public (X_1)	0,513	0,051	0,559	10,007	0,000
The effectiveness of marketing strategies (X_2)	0,320	0,057	0,304	5,651	0,000
Product inventory management (X_3)	0,400	0,057	0,385	7,040	0,000

Source: Data processed using IBM SPSS 25

Based on the regression analysis in the Coefficients table:

1. The variable “consumer spending patterns” has a Sig. value of 0.000 and a t-value of 10.007 (< 0.05), indicating that consumer spending patterns have a positive and significant effect on sales revenue growth.

2. The marketing strategy effectiveness variable shows a t-value of 5.651 with a Sig. of 0.000, indicating that marketing strategy effectiveness also has a positive and significant effect on sales revenue growth.

3. The product inventory management variable has a t-value of 7.040 and a Sig. of 0.000, confirming a positive and significant effect on sales revenue growth.

This means that every increase in the independent variables is followed by an increase in the dependent variable in accordance with the positive relationship indicated. Thus, the t-test shows that this regression model is valid and can be used in research.

R² Coefficient of Determination

Table 8. Results of the Coefficient of Determination (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0,937	0,879	549,474	115,776

Source: Data processed using IBM SPSS 25

The results of the coefficient of determination (R²) test listed in the Model Summary table show an R value of 0.937, an R² of 0.879, and an Adjusted R² of 0.871. This indicates that consumer spending patterns (X1), marketing strategy effectiveness (X2), and product inventory management (X3) account for 87.9% of the variation in the dependent variable, while the remaining 12.1% is influenced by factors outside the research model, with an R² value of 0.879.

F-Test

Table 9. Results of the F-test

Model	Sum of Square	Df	Mean Square	F	Sig
Regression	1648,423	3	549,474	115,776	0,000
Residual	227,808	48	4,746		
Total	1876,231	51			

Source: Data processed using IBM SPSS 25

Based on the ANOVA table, the calculated F-value is 115.776 with a significance level (Sig.) of 0.000. This indicates that the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected because the significance level is less than 0.05 (0.000 < 0.05). Thus, the dependent variable (Y) is significantly influenced simultaneously by the three independent variables (consumer spending patterns (X1), marketing strategy effectiveness (X2), and product inventory management).

Uji T

Tabel 10. Hasil uji-t

Model	Unstandardized B	Coefficients Std. Error	Standardized coefficient	T	Sig
Constanta	-4,399	1,683		-2,613	0,012
Consumption patterns of the public (X ₁)	0,513	0,051	0,559	10,007	0,000
The effectiveness of marketing strategies (X ₂)	0,320	0,057	0,304	5,651	0,000

Product inventory management (X ₃)	0,400	0,057	0,385	7,040	0,000
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Source: Data processed using IBM SPSS 25

Based on the partial tests (t-tests) in Table 6, all independent variables have a positive and significant effect on the dependent variable, as each has a significance level below 0.05. Thus, the hypothesis stating that consumer spending patterns (X1), the effectiveness of marketing strategies (X2), and product inventory management (X3) influence Y is accepted. In part, consumer spending patterns (X1) have the most dominant influence, with a regression coefficient of 0.513, a t-value of 10.007, and a beta of 0.559. This means that an increase in consumer spending tends to increase Y and is the strongest factor in explaining changes in the dependent variable.

The effectiveness of marketing strategies (X2) also has a positive and significant effect on Increase in Sales Revenue, with a coefficient of 0.320, a t-value of 5.651, and a beta of 0.304. These results indicate that more effective marketing strategies will drive an increase in Increase in Sales Revenue, although their contribution is the lowest compared to the other variables. Meanwhile, product inventory management (X3) has a coefficient of 0.400, a t-value of 7.040, and a beta of 0.385, indicating that improved inventory management significantly increases Y. In terms of the magnitude of its effect, X3 ranks below X1 but is stronger than X2. Overall, the order of the variables' influence on Increase in Sales Revenue is X1, X3, and then X2. These results indicate that increases in Increase in Sales Revenue are primarily determined by consumer spending patterns, followed by product inventory management and the effectiveness of marketing strategies.

Consumer Spending Patterns Have A Positive And Significant Impact On Sales Revenue Growth

The findings show that consumer spending patterns, marketing strategy effectiveness, and product inventory management each have a positive and significant effect on sales revenue growth at Ethica Store during Ramadan. However, their effects are not equally strong. Consumer spending patterns emerge as the most dominant predictor, followed by inventory management and then marketing strategy effectiveness. This result suggests that, in a seasonal retail context, sales growth is driven first by shifts in underlying consumer demand, while marketing and inventory function as mechanisms that help the firm capture that demand.

These findings are consistent with previous research, which confirms that boosting revenue during the fasting month cannot rely solely on promotions but must be supported by a proper understanding of consumer behavior so that product, pricing, and service strategies are truly aligned with seasonal needs. This is supported by previous research by Saputro et al., (2022) which shows that consumer spending patterns are closely linked to increased sales revenue. Masyhuri et al., (2019) found that consumption patterns have a positive effect on income growth, and this effect tends to become more pronounced as people's incomes rise, in line with the concept of consumption prudence, whereby consumers adjust their spending based on their perceived economic conditions. These findings are supported by international research (Kang, 2019) which shows that household expenditure has a positive and significant relationship with increases in sales. The study by Alamsyah et al., (2025) explains that when income changes, consumption patterns shift accordingly and positively drive an increase in sales volume; in fact, the resulting response may be greater than the change in income itself

Ramadan consumption patterns should serve as the foundation for seasonal strategies, not merely as a contextual backdrop. Ethica Store can map shopping behavior based on the phases of Ramadan, the most sought-after products, and purchasing channels (offline and online). This

allows the store to prepare featured products, promotional packages, price adjustments, and more targeted services. Promotions will be more effective if they align with consumption patterns, rather than simply chasing sales targets. This study focuses on the dynamics of Ramadan consumption in local retail, so that consumption patterns are understood specifically according to the moment and regional context. These findings also confirm that the key to increasing revenue during Ramadan is not just promotions, but the store's ability to read changes in consumer needs and respond to them quickly and appropriately.

The Effectiveness Of Marketing Strategies Has A Positive And Significant Impact On Sales Revenue Growth

The research findings indicate that the effectiveness of marketing strategies has a positive and significant impact on increasing sales revenue at the Ethica store in Pamekasan during the month of Ramadan. This means that the more targeted, consistent, and appealing the marketing strategies implemented are, the greater the store's chances of converting customer interest into actual purchases. During Ramadan, consumers are typically more selective yet more responsive to promotional information, product accessibility, and marketing messages relevant to seasonal needs.

These findings align with numerous marketing studies that confirm that marketing strategies play a significant role in driving sales growth. A study by Sidharta et al., (2024) found that marketing strategies have a positive and significant impact on sales growth at PT. Agrindo Sumber Harum, particularly through the implementation of market segmentation and appropriate promotional activities. The study concluded that pricing, promotion, and branding strategies have a positive, strong, and significant relationship with sales growth and the number of products sold (Markovitch, 2020). In line with this, the study by Husein et al., (2025) also confirms that marketing strategies have a positive and significant effect on sales revenue, demonstrating that marketing effectiveness not only increases interest but also translates into higher transactions and revenue.

Based on these findings, Ethica Store Pamekasan can align its Ramadan marketing strategy with a more measurable approach centered on customer behavior. In practice, the store can create a promotional calendar for each phase of Ramadan, tailor messages to the specific needs of each phase, and combine offline and online promotions to reach a wider audience. Additionally, bundling programs, value-packed bundles, limited-time discounts, and product recommendations tailored to customer needs can help accelerate purchasing decisions. The novelty here lies in the emphasis that the effectiveness of marketing strategies in local retail does not stand alone but works most effectively when aligned with the seasonal context of Ramadan, which has distinct patterns of demand. This study demonstrates that for business owners in regional areas, effective marketing strategies are not merely about extensive promotions, but about the ability to design messages and offers that are timely, channel-appropriate, and aligned with customer needs. In other words, the contribution of this study lies in the practical understanding that effective marketing during Ramadan must be responsive to the moment, rather than generic year-round.

Product Inventory Management Has A Positive And Significant Impact On Increasing Sales Revenue

The research findings indicate that product inventory management has a positive and significant impact on increasing sales revenue at the Ethica store in Pamekasan during the month of Ramadan. These findings confirm that product availability is not merely an operational matter, but a direct determinant of the store's ability to convert demand into transactions. During Ramadan, shopping patterns tend to be more rapid and peak at specific times; if inventory is not ready, sales opportunities are easily lost because consumers typically quickly switch to other stores that carry the products they need.

This finding is consistent with numerous studies in operations and retail management that indicate that effective inventory management directly contributes to increased sales. Destarita, (2022) research shows that inventory management has a positive and significant impact on sales volume; in fact, companies with larger inventory levels tend to have higher sales because they are able to meet demand more consistently. A study by Sugiartama & Pradnyani, (2022) also found that optimal inventory levels have a positive and significant impact on retail sales volume, as they help stores maintain product availability in line with market demand and drive consistent revenue growth. In line with this, a study by Zulaekha & Darwis, (2018) found that inventory turnover has a positive and significant effect on sales and contributes to profitability through operational efficiency and minimal obstacles in meeting customer demand.

Based on these findings, Ethica Store can strengthen its Ramadan inventory management by forecasting seasonal demand, maintaining strict inventory control, and ensuring that supply can quickly adapt to changes in demand. Practically speaking, stores need to identify their best-selling products, set minimum stock levels and safety stock, and monitor inventory more frequently during peak shopping periods. Synchronizing offline and online inventory is also crucial to ensure that availability information on digital channels matches actual conditions. Additionally, having equivalent substitute products ready when stock runs low can help maintain sales opportunities. The novelty of this discussion underscores that in local retail, inventory management is the key link between Ramadan's surge in demand and increased revenue. Inventory is not merely a technical warehouse issue but a strategy that influences customer experience and the success of seasonal sales. In the context of Ethica Store Pamekasan, Ramadan success is largely determined by the store's ability to maintain product availability at the right time not solely due to promotions or high demand.

CONCLUSION

Based on the research findings, it can be concluded that the increase in sales revenue at Ethica Store Pamekasan during the fasting month was significantly influenced by three main factors: consumer spending patterns, the effectiveness of marketing strategies, and product inventory management. Among these three, consumer spending patterns emerged as the most decisive factor, as changes in needs and shopping habits during Ramadan were the primary drivers of fluctuations in demand. However, the research findings also confirm that high demand does not automatically result in maximum revenue if it is not balanced by adequate inventory readiness and targeted, consistent marketing strategies.

Recommendations for Ethica Store Pamekasan include strengthening the routine mapping of Ramadan consumption patterns to identify the most sought-after products, peak purchasing times, and customer shopping channel preferences. From an operational perspective, more precise inventory planning is required through demand forecasting, establishing stock reserves for fast-moving products, and more disciplined inventory monitoring to prevent stockouts during peak sales periods. Additionally, marketing strategies need to be structured more effectively by using sales data as the basis for promotions, developing relevant Ramadan-specific programs, and maintaining consistent messaging across both online and offline channels so that the surge in demand can truly be converted into increased revenue.

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