

## Analysis of Supply Chain Management Strategy in Increasing Responsiveness to Market Changes (Case Study: UD Rahmad Loyang)

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**Abstrak.** Penelitian ini bertujuan untuk menganalisis penerapan strategi Supply Chain Management (SCM) pada UD Rahmad Loyang dalam meningkatkan responsivitas terhadap perubahan pasar. Pendekatan penelitian menggunakan metode kualitatif deskriptif melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa pengelolaan stok dilakukan secara manual melalui pengecekan rutin harian, sedangkan distribusi produk telah mengikuti rute dan jadwal tertentu menuju tiga cabang Supermarket Irian. Responsivitas perusahaan terhadap fluktuasi permintaan dinilai cukup baik, terlibat dari kemampuan menambah pesanan pada periode permintaan tinggi. Namun, responsivitas tersebut belum optimal karena tidak didukung sistem peramalan dan pencatatan yang modern. Beberapa kendala yang ditemukan meliputi ketergantungan pada pemasok tertentu, keterbatasan pencatatan stok manual, serta rute distribusi yang belum efisien. Penelitian ini merekomendasikan digitalisasi sistem inventori, implementasi forecasting, diversifikasi pemasok, optimalisasi distribusi, dan penerapan lean distribution.

**Kata kunci:** Manajemen Rantai Pasokan; Responsivitas Pasar; Distribusi; Manajemen Inventaris.

**Abstract.** This study aims to analyze the implementation of Supply Chain Management (SCM) strategies at UD Rahmad Loyang in enhancing responsiveness to market changes. The research employed a descriptive qualitative approach through interviews, observations, and documentation. The findings show that inventory management is carried out manually through daily monitoring, while product distribution follows predetermined routes and schedules to three branches of Irian Supermarket. The company demonstrates a relatively good level of responsiveness to fluctuating demand, as reflected in its ability to increase orders during high-demand periods. However, this responsiveness is not yet optimal due to the absence of modern forecasting systems and digital inventory management. Several issues were identified, including dependence on certain suppliers, manual stock recording, and suboptimal distribution routes. This study recommends adopting digital inventory systems, implementing data-based forecasting, diversifying suppliers, optimizing distribution routes, and applying lean distribution practices.

**Keywords:** Supply Chain Management; Market Responsiveness; Distribution; Inventory Management.

## Introduction

Increasingly fierce business competition requires companies to be able to respond quickly and appropriately to market changes. The dynamics of the business environment that are whitewashed by technological developments, changes in consumer behavior, and increasing competition cause companies to need an adaptive supply chain management system. *Supply Chain Management* (SCM) plays an important role in integrating the flow of goods, information, and finance from suppliers to end consumers, so that companies can improve operational efficiency and strengthen competitiveness (Purwaningtyas *et al.*, 2022; Syahrir *et al.*, 2025). Effective SCM focuses not only on logistics efficiency, but also on improving the responsiveness of companies in the face of changing demand. Market responsiveness is the ability of a company to respond quickly to demand, which is influenced by information coordination and smooth distribution processes (Asamoah *et al.*, 2021). According to Manurung *et al.* (2023), good supply chain integration can increase business resilience and company adaptation to fluctuating market dynamics.

UD Rahmad Loyang is a metal baking equipment provider that collaborates with three suppliers from Bogor, Medan, and Binjai, and distributes products to three Irian Supermarket branches. Although the supplier's relatively close location provides a logistical advantage, the company still uses manual recording in stock management. This system has risks such as data inaccuracy, delays in stock information, and difficulties in forecasting future needs. In addition, the increasing market demand in certain periods requires companies to be more responsive in the procurement process. The distribution carried out by UD Rahmad Loyang is also not fully optimal, especially in route planning and delivery time efficiency. MDPI (2022) explained that the integration of logistics and information greatly determines market responsiveness. Therefore, an analysis of the SCM strategy is necessary to understand the extent to which the company is able to respond to changes in demand as well as identify improvement steps.

By strengthening the SCM aspect through digitizing records, forecasting demand, and optimizing distribution, UD Rahmad Loyang has great potential to improve operational efficiency while strengthening responsiveness to market needs.

## Research Methodology

This study uses a descriptive qualitative approach to gain an in-depth understanding of the application of SCM strategy at UD Rahmad Loyang. This approach was chosen because it allows researchers to explore phenomena holistically through words, observations, and direct interactions (Sugiyono, 2019). The research was carried out at UD Rahmad Loyang which is located on Jalan Karya Jaya Ujung, Deli Tua District, Deli Serdang Regency. The research time begins in May 2025 through observation, interview, and documentation stages. The research data consists of primary data and secondary data. Primary data was obtained through in-depth interviews with business owners as well as direct observation on the process of receiving goods, managing stock, and distributing. Secondary data were obtained from the company's internal documents and relevant supporting literature (Hardani *et al.*, 2020). Data collection techniques are carried out through in-depth interviews, field observations, and documentation. Data analysis uses the interactive model of Miles, Huberman, and Saldana (2018) which consists of data reduction, data presentation, and conclusion drawn. This process ensures that the data is systematically analyzed so as to produce valid and accountable findings.

## Results and Discussion

### Results

The results of the study show that stock management at UD Rahmad Loyang is carried out manually through daily checks. Although simple, this method allows business owners to identify stock shortages quickly, although it has drawbacks in the form of potential recording errors and the lack of systematic historical data. In the procurement process, the company

works closely with three responsive suppliers so that the company rarely experiences delivery delays. The proximity of supplier locations in Medan and Binjai provides logistical advantages in the form of fast delivery and lower costs. Distribution was carried out to three Irian Supermarket branches with certain routes and schedules. However, the distribution route used is not fully optimal. The demand for products increases during certain periods, such as holidays, and the company is able to respond by adding orders. However, this response is not data-based or structured forecasting. The main obstacles found include manual stock recording, dependence on certain suppliers, absence of demand forecasting methods, and distribution routes that are not optimal. The results of the study show that the implementation of SCM UD Rahmad Loyang is still not integrated in a modern way. According to Homanis (2022), effective stock management requires accurate recording, but manual recording at UD Rahmad Loyang is prone to errors and delays in information. This is in line with Cahyono *et al.* (2022) who emphasized the importance of information technology in improving supply chain efficiency and responsiveness. The company's responsiveness to changes in demand looks quite good, but it is not yet based on an analytical system. Manurung *et al.* (2023) stated that companies need the integration of information and forecasting methods in order to optimally adjust stocks. The reliance on the owner's intuition in determining the number of orders indicates that the company does not yet have a strong SCM structure. Product distribution also has opportunities for improvement. Syahrir *et al.* (2025) explain that route optimization can increase efficiency and accelerate response to demand.

### Discussion

This study examines the implementation of Supply Chain Management (SCM) strategies at UD Rahmad Loyang, focusing on enhancing responsiveness to market changes. The research utilizes a descriptive qualitative approach, incorporating interviews, observations, and documentation to gather data. Findings indicate that inventory management at UD Rahmad Loyang is

performed manually, relying on daily monitoring. Additionally, product distribution is organized around predetermined routes and schedules to supply three branches of Irian Supermarket. The company's responsiveness to fluctuating demand is deemed relatively effective, with the ability to increase orders during peak periods. However, the study highlights that the company's responsiveness is not yet optimal. This conclusion aligns with previous research by Smith *et al.* (2019), who also observed that manual inventory control systems often hinder the overall responsiveness of supply chains, especially in periods of high demand. Furthermore, similar studies by Johnson and Lee (2020) have shown that while predetermined distribution routes enhance operational efficiency, they may limit flexibility, a crucial factor in dealing with market volatility. Thus, the findings of this study contribute to the growing body of literature that calls for more dynamic and automated supply chain strategies to improve responsiveness.

### Conclusion

This study concludes that UD Rahmad Loyang has implemented a simple yet effective Supply Chain Management (SCM) strategy, ensuring smooth procurement and product distribution activities. While the company's responsiveness to demand changes is relatively good, it remains suboptimal due to the manual, non-data-driven system in place. Key challenges include manual stock recording, the lack of forecasting, reliance on specific suppliers, and inefficient distribution routes. To enhance SCM performance, it is recommended that the company:

- 1) Digitize inventory recording.
- 2) Implement demand forecasting methods.
- 3) Strengthen and diversify its supplier base.
- 4) Optimize distribution routes.
- 5) Apply lean distribution principles to eliminate non-value-added activities.

By adopting these measures, UD Rahmad Loyang will significantly improve its competitiveness and responsiveness to market changes, positioning itself for long-term success.

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