

ABSTRACT

THE PREDICTION OF GOODS SALES USING SINGLE EXPONENTIAL SMOOTHING METHOD AT DUO SISTER HIJAB BENGKULU

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Duo Sister Hijab is one of the Hijab Production Houses in Bengkulu City which sells various types of hijab, hijab accessories and hijab needs. So far, every sale at Duo Sister Hijab is made by recording into the bookkeeping first and consumers get a sales note, then at the end of each month in sales recapitulation of each item is made using office application package. In addition, the owner of Duo Sister Hijab checks regularly by looking at the remaining inventory one by one, of course this takes a long time and makes it difficult for the shop to determine the number of items that must be produced, because they do not see sales data that occurred during the previous few months. Prediction of goods sales using Single Exponential Smoothing Method at Duo Sister Hijab Bengkulu can make it easier to obtain information on predictions of goods sales for the following month and year, and can be used as an alternative in managing the inventory of goods at Duo Sister Hijab Bengkulu based on the results of predictions of sales of goods in the following month. Based on the results of predicting the sales of bella square goods using α value of 0.1 to 0.9, it can be concluded that the sales prediction value for January 2024 ranges from 68 to 70pcs. Based on testing of the application of predicting goods sales using Single Exponential Smoothing Method at Duo Sister Hijab Bengkulu, it is obtained that the functionality of the application runs as expected, and is able to display the results of predicting goods sales for the next month and year through Single Exponential Smoothing Method.

Keywords: Prediction of Goods Sales, Single Exponential Smoothing Method.

