



## ANALYSIS OF OPERATIONAL COST CONTROL FROM THE CASHIER'S PERSPECTIVE USING THE SAPTA HEMAT PROGRAM

Desi Cahyati<sup>1\*</sup>, Dian Candra Fatihah<sup>2</sup>

Piksi Ganesha Polytechnic, Bandung, Indonesia

Email: [desyce67@gmail.com](mailto:desyce67@gmail.com), [diancandrafatihah@gmail.com](mailto:diancandrafatihah@gmail.com)

### ABSTRACT

*This article is entitled Analysis of Operational Cost Control from the Cashier's Perspective Using the Sapta Hemat Program. This study aims to describe the role of cashiers in implementing the Sapta Hemat program at Sagaracipta Minimarket. The Sapta Hemat program is a retail company policy that aims to reduce operational costs through savings in 7 aspects, namely; saving electricity, saving water, saving promotional costs, saving stationery, saving SHB (plastic), saving others and saving BTK. The research method used is descriptive qualitative, with data collection techniques through observation, in-depth interviews and documentation. Cashiers have an important role in implementing Sapta Hemat, both as direct implementers and as reminders for coworkers and customers. Cashiers actively educate consumers regarding plastic savings and maintain daily work efficiency. However, the implementation of plastic saving still faces obstacles, because most consumers have not brought their own shopping bags and are not fully aware of the policy. This study concludes that the success of Sapta Hemat is strongly influenced by the active participation of cashiers and support from consumers. Therefore, additional strategies are needed such as providing affordable alternative bags and increased education to customers.*

**Keyword:** Operational cost control, Cashier, Plastic, Sapta Hemat, Minimarket

### INTRODUCTION

Mini Market is one form of modern retail business that is widely found in various regions. As a business unit that operates every day with long working hours, minimarkets rely heavily on operational cost efficiency to maintain business profitability. Operational costs such as electricity, water, cashier equipment, and employee salaries are routine expenses that must be controlled effectively.

In order to improve efficiency, several minimarket chains have implemented special policies that focus on cost savings, one of which is the Sapta Hemat program. This program consists of seven aspects of savings, including saving electricity, saving water, saving stationery, saving SHB (plastic), saving promotional costs saving other costs and saving BTK. The purpose of this program is to create a culture of saving and efficient work in the minimarket environment.

However, in practice, not all aspects of Sapta Hemat are maximized. For example, in the aspect of especially plastic saving, there are still many consumers who do not bring their own shopping bags and cashiers do not always actively offer them. This shows a gap between policy and implementation in the field.

**Table 1. The following is data on the number of transactions and plastic expenditure from January to June 2025**

Month	SHB 22	SHB 28	SHB 40	TRX
January	3.487	3.296	1.388	8.303

February	3.170	3.340	1.086	8.327
March	4.692	6.965	655	14.134
April	4.009	4.861	543	10.785
May	3.701	3.963	1.304	8.982
June	3.763	3.980	1.074	9.068
July	3.429	3.873	1.469	8.920

*Source of data processed by Yomart Sagaracipta*

Based on transaction data and plastic usage at Yomart Sagaracipta from January to July 2025 the number of transactions has increased, along with the increasing number of transactions, the use of plastic bags both SHB 22, SHB 28 and SHB 40 has also increased in general. This shows that most consumers still choose to use plastic bags in every transaction despite the current retail policy.

Cashiers as frontline officers have an important role in the success of the Sapta Hemat program, both in terms of direct implementation and as agents of change in educating customers. Therefore, it is important to examine more deeply how the role of the cashier in running this program at Minimarket Yomart Sagaracipta. The Effect of Paid Plastic Bag Implementation on Consumer Purchase Interest (Case Study of Alfamart, Metro Lampung Tengah). This study concluded that consumers tend to continue using paid plastic bags because they are not used to bringing their own shopping bags. Cashiers have an important role in socializing this policy, but are sometimes inconsistent in conveying information to consumers. (Nuraeni, 2021).

Consumer Perceptions of Paid Plastic Bags at Alfamart Modern Retail in Palangka Raya City. This study reveals that consumer understanding of paid plastic policies is still low. Educational factors from the cashier affect consumer attitudes. (Khairina, 2022). The Effect of Awareness and Needs on Consumer Behavior of Convenience Stores in Bandung City in Plastic Waste Management. Awareness is the dominant factor in plastic reduction behavior. Socialization and role models from employees such as cashiers also influence consumers to bring their own shopping bags. (Mentari et al., 2025). This qualitative research shows that although there are regulations, the implementation is not optimal due to low public awareness and limited environmentally friendly alternatives. (Vitaloka et al., 2023).

In retail operations, the role of cashiers extends far beyond just handling transactions; they are essential in driving savings and efficiency within the business. Heizer and Render (2015) emphasize that all parties in a retail environment, including front-line employees like cashiers, must actively participate in cultivating a culture of frugality. Cashiers, being the point of contact with customers, play a significant role in fostering frugal habits within the workplace. This responsibility includes guiding customer behavior through subtle but impactful actions that reflect the company's commitment to efficiency.

Building on this, Asen (2024) highlights the importance of creating a frugal culture in an organization, which requires the awareness and involvement of all employees in adhering to cost-saving practices. Specifically, cashiers are positioned strategically to influence consumer behavior and implement policies that promote efficiency. For example, one of the simplest yet effective actions cashiers can take is ensuring that plastic bags are only provided when customers request them, thus minimizing waste and reinforcing the company's commitment to sustainability. By

educating customers on such practices, cashiers help create a shift in consumer behavior, making them more conscious of the impact of their choices.

Consumer behavior, however, is shaped by a combination of psychological, cultural, and social factors. Kotler (2018) assert that these elements are critical in determining how customers respond to various marketing strategies and interactions in a retail setting. When cashiers engage with customers, they not only process transactions but also have the opportunity to influence the customer's decisions. The way information is communicated—whether it's about product choices, store promotions, or efficiency practices—can significantly impact the consumer's willingness to accept or reject options like using a plastic bag. A simple exchange, such as offering an alternative to a plastic bag or explaining the environmental impact of waste, can have a lasting effect on the customer's behavior, nudging them toward more sustainable practices.

Porter (2018) further reinforces the concept of efficiency by defining it as the optimal use of resources to achieve the best possible outcomes with minimal cost. In the context of minimarkets, efficiency isn't limited to just reducing operational costs; it extends to various aspects such as conserving electricity, managing water use, minimizing plastic waste, and dealing with damaged goods. Cashiers, as the frontline of retail operations, play a crucial role in implementing these efficiency measures. They are not just responsible for financial transactions but also for ensuring that resources are used wisely. For instance, by managing inventory carefully, reducing plastic bag usage, or encouraging customers to bring reusable bags, cashiers contribute to the store's overall efficiency strategy.

In line with the broader duties of cashiers, Saleh (2024) outlines that their main responsibilities include receiving payments, recording transactions, and ensuring the accuracy and efficiency of sales operations. However, the role of a cashier extends beyond these basic tasks. Cashiers are also key players in supporting company-wide initiatives, such as savings campaigns and adherence to Standard Operating Procedures (SOPs) related to service quality. These additional responsibilities mean that cashiers must be well-versed in the company's efficiency goals and service protocols, as they are often the ones directly interacting with customers to implement these practices. By aligning their actions with the company's broader objectives, cashiers help reinforce the business's commitment to both customer satisfaction and operational efficiency.

Cashiers are integral to the operational success of minimarkets and retail businesses, particularly when it comes to promoting frugality, efficiency, and sustainability. Their interactions with customers go beyond transactional duties and have the potential to influence consumer behavior, drive cost-saving practices, and contribute to a culture of efficiency within the organization. As the frontline employees, cashiers are in a unique position to shape customer decisions and enhance the overall customer experience, which in turn supports the company's broader financial and environmental goals. This holistic view of the cashier's role underscores the importance of their contribution to both the company's bottom line and its long-term sustainability efforts.

## RESEARCH METHOD

This research uses a descriptive qualitative approach to describe in depth the implementation of the Sapta Hemat program at Yomart Sagaracipta, especially from the point of view of the cashier as a direct implementer in the field. This approach was chosen because it is suitable for understanding behavior, interactions, and policies that occur naturally in the workplace (Priadana et al., 2021; Pugu et al., 2024).

Data collection techniques were conducted through direct observation, semi-structured interviews, and documentation. Observation was used to record the daily activities of cashiers in applying the principles of saving electricity, water, plastic, and time. Interviews were conducted with several cashiers and the head of the store to explore their understanding of the program and the obstacles faced. Documentation in the form of photos, operational records, and monthly plastic usage data were also collected to complement the data.

Data analysis was carried out with the stages of data reduction, data presentation, and conclusion drawing based on the Miles and Huberman model. To maintain data validity, researchers triangulated sources and techniques, comparing the results of observations, interviews, and supporting documents to make the findings stronger and more reliable.

## RESEARCH RESULT

### Implementation of the Sapta Hemat Program at Yomart Sagaracipta

1. Save water use enough water as needed and not excessive following the appeal sticker on the toilet door of Yomart Sagaracipta



2. Electricity Saving is an effort to use electrical energy efficiently and wisely so as not to become wasteful and can maintain energy availability for the long term. Saving electricity is not only beneficial for cost reduction, but also contributes to reducing environmental burden and carbon emissions. The following documentation that Sapta saves Electricity has been implemented at Yomart Sagaracipta



3. Save on promotional costs, promotional costs are costs incurred by minimarkets to attract consumer interest and increase sales. The goal is to make products better known, sell faster or introduce new products. These promotional costs are usually included in the store's operational report and must be monitored so as not to exceed the budget.
4. Save on stationery Office stationery is one of the important operational needs to support the smooth administration and daily activities of the store. The use of stationery must be efficient to avoid waste.
5. Save BTK (Labor Cost), is the cost incurred to pay employees who are directly involved in store operations. The amount of BTK depends on the status of the employees. BTK management must be done efficiently to maintain a balance between employee productivity and store operational costs.
6. Save SHB,

Based on table 1 above, in January, the number of transactions was recorded at 8,303, with the use of SHB 22 totaling 3,487 sheets, SHB 28 totaling 3,296 sheets, and SHB 40 totaling 1,388 sheets. This figure was relatively stable when compared to February which recorded 8,327 transactions, although the use of SHB 40 decreased slightly to 1,086 sheets.

A significant increase occurred in March, where total transactions jumped to 14,134—the highest figure throughout the observation period. This was followed by a sharp spike in SHB 28 usage that reached 6,965 pieces. However, interestingly, the usage of SHB 40 actually dropped to 655 pieces, the lowest during the first seven months of 2025. This shows that despite the high number of transactions, customers tend to use medium-size plastic bags (SHB 28) rather than large-size (SHB 40), which could indicate moderate but high-frequency shopping.

In April, there was a drop in transactions to 10,785. This decline was followed by a decrease in the usage of all types of plastics, including SHB 40 which touched 543 pieces. This indicates a shopping period that was not as intense as the previous month, and may be related to seasonal factors or the period after the big promotion in March.

The month of May saw another increase in SHB 40 usage to reach 1,304 sheets, although transactions did not see a huge spike (8,982). This phenomenon was also repeated in July, where SHB 40 usage was the highest for the first seven months, at 1,469 sheets, even though total transactions only stood at 8,920. This data may indicate a trend of large purchases by certain customers, even though the total number of transactions was generally stable.

Overall, the data shows that the number of transactions does not always correlate directly with the amount of plastic usage. There are months with high transactions but low usage of large plastics, and vice versa. This emphasizes the importance of the cashier's role in educating customers to use plastic efficiently and supporting the Sapta Hemat program actively and consistently.

7. Save on Other Costs, savings on other costs such as cleaning needs for brooms, mops or cleaning fluids. In addition, it also includes transportation costs, consumption costs when there is staff training and others. Although the amount is relatively small from the main components, managing other costs is still important so that operational expenditures do not exceed the set budget.

Based on observations and interviews, it is known that all points in Sapta Hemat have been socialized by management to employees through posters displayed near employee lockers and conveyed through daily briefings with the head of the store.



#### **The Cashier's Role in Implementing Plastic Saving Sapta**

1. Provide education to consumers by actively providing brief information to customers about the importance of reducing the use of plastic bags by saying "did you bring your own plastic bag"?
2. Offer alternative shopping bags such as cloth bags that can be purchased and reused. Can be delivered actively and persuasively.
3. Implement a minimum plastic policy, by not giving plastic bags directly to customers.
4. Reminding customers to bring their own plastic bags
5. Printing posters of appeal to bring their own shopping bags and stored in the area near the kassa



### Obstacles in the Implementation of Sapta Save Plastic

Based on the results of observations, interviews with cashiers, and recording of plastic expenditure data, several main obstacles were found in the implementation of plastic saving points:

1. Consumers Do Not Bring Their Own Shopping Bags The majority of consumers still rely on plastic bags provided by the store. This is due to: Not accustomed to bringing their own shopping bags, Considering plastic bags are part of store services,
2. Not aware that the store is running a plastic reduction program. Consumers are not accustomed to a plastic-saving culture. Not all customers received the cashier's education well.
3. Lack of Socialization of the Program to Consumers, The Sapta Hemat program is mostly focused on internal employees, so customers are not aware that they are encouraged to support plastic saving. Cashiers have not consistently delivered plastic-saving messages to customers.
4. Cashiers have not consistently reminded customers, Although cashiers have an important role, in practice: Sometimes forgetting or being reluctant to remind customers when the queue is long, There is a concern that consumers may not feel well served if asked about plastic bags.
5. Practical needs and speed of service, During peak hours, cashiers tend to immediately give plastic bags without asking so that the queue does not accumulate. This creates an instant habit that hinders continuous education.

### CONCLUSION

The Sapta Hemat program has been well socialized, and most employees understand the points, including saving electricity, water, promotional costs, plastic, paper, stationery, and BTK Cashiers have an important role in the implementation of the saving program, especially in the aspect of saving plastic. The cashier acts as a reminder and educator to customers. The implementation of plastic saving has not been fully successful because there are still many consumers who do not bring their own shopping bags. This is a challenge for cashiers.

The main obstacles are consumer resistance to habit change, old habits that are difficult to change and low consumer awareness, Some consumers still consider

plastic bags as a mandatory need so they are less interested in bringing their own shopping bags.

Efforts made include socialization through posters and information boards, provision of cloth shopping bags and regular briefings to employees to remind consumers. With these measures, it is expected that the use of plastic bags can continue to be reduced in the future.

## REFERENCES

Asen, I. S., & Uto, J. T. (2024). An Ethical Evaluation of Savings and Cooperative Societies in Ukum and Katsina-Ala Local Government Areas of Benue State. *African Journal of Humanities and Contemporary Education Research*, 15(1), 87-105.

Khairina, N. (2022). *Persepsi konsumen terhadap kantong plastik berbayar pada ritel modern Alfamart di Kota Palangka Raya*.

Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. Pearson Harlow.

Mentari, A. F., Hendayani, R., Telkom, U., & Telkom, U. (2025). BANDUNG. 7(3), 1395-1405.

Nuraeni, L. (2021). *SKRIPSI PENGARUH PENERAPAN KANTONG PLASTIK BERBAYAR TERHADAP MINAT PEMBELIAN KONSUMEN PERSPEKTIF EKONOMI ISLAM (Studi Kasus Alfamart Desa Terbanggi Mulya Kecamatan Bandar Mataram Lampung Tengah)*.

Porter, M. E., & Kramer, M. R. (2018). Creating shared value: How to reinvent capitalism♦And unleash a wave of innovation and growth. In *Managing sustainable business: An executive education case and textbook* (pp. 323-346). Springer.

Priadana, M. S., & Sunarsi, D. (2021). *Metode penelitian kuantitatif*. Pascal Books.

Pugu, M. R., Riyanto, S., & Haryadi, R. N. (2024). *Metodologi Penelitian; Konsep, Strategi, dan Aplikasi*. PT. Sonpedia Publishing Indonesia.

Saleh, E. N. A., Sutisman, E., & Kartim, K. (2024). Evaluation of Sales Accounting Information Systems in Improving the Effectiveness of Accounts Receivable Control. *Advances in Applied Accounting Research*, 2(3), 196-210.

Vitaloka, M., Kuswardani, D., & Utaminingsih, A. (2023). Implementasi Kebijakan Pengendalian Penggunaan Kantong Plastik di Kota Semarang. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(12), 10484-10490. <https://doi.org/10.54371/jiip.v6i12.3057>