The Influence of Sales and Operation Costs on Profitability (A case study at UB Opaset Perum Bulog Divre Jateng)

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ABSTRACT

The aim of this study was to determine the influence of sales and operation costs on profitability of UB OPASET Perum BULOG Divre Jateng in period 2016-2018, both partially and simultaneously. The study utilized quantitative research method. The datasources was collected from UB OPASET Perum BULOG Divre Jateng. Regarding the use of period, the total data which used was thirty six months. The study explored with multiple linear regression statistical analysis, along with descriptive analysis and classical assumption test namely normality test, heteroskedasticity test, multicollinearity test, autocorrelation test, and linearity test. The F-Test stated that sales and operation costs had significant influence simultaneously. Based on the determinant coefficient, the variable of sales and operation costs influenced profitability by 64.2%. Meanwhile, the remaining 35.8% was explained by another variable that was not examined in this study. Based on the t-Test result found that sales had significant positive influence on profitability (ROA) partially. While, operation costs had partial significant negative influence on profitability (ROA).

Key words: Sales, Operation Costs, Profitability (ROA)

Pengaruh Biaya Penjualan dan Operasi terhadap Profitabilitas
(Studi kasus di UB Opaset Perum Bulog Divre Jateng)

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh biaya penjualan dan biaya operasional terhadap profitabilitas UB OPASET Perum BULOG Divre Jateng periode 2016-2018, baik secara parsial maupun simultan. Penelitian ini menggunakan metode penelitian kuantitatif. Sumber data dikumpulkan dari OPASET UB Perum BULOG Divre Jateng. Mengenai penggunaan periode, total data yang digunakan adalah tiga puluh enam bulan. Penelitian ini dieksplorasi dengan analisis statistik regresi linier berganda, disertai analisis deskriptif dan uji asumsi klasik yaitu uji normalitas, uji heteroskedastisitas, uji multikolinearitas, uji autokorelasi, dan uji linieritas. Uji-F menyatakan bahwa biaya penjualan dan biaya operasional berpengaruh signifikan secara simultan. Berdasarkan koefisien determinan, variabel biaya penjualan dan biaya operasional berpengaruh terhadap profitabilitas sebesar 64,2%. Sedangkan sisanya sebesar 35,8% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini. Berdasarkan hasil Uji-t diketahui bahwa penjualan berpengaruh positif signifikan terhadap profitabilitas (ROA) secara parsial. Sedangkan biaya operasional secara parsial berpengaruh negatif signifikan terhadap profitabilitas (ROA).

Kata kunci: Penjualan, Biaya Operasi, Profitabilitas (ROA)

INTRODUCTION

The development of the business world in the current era of globalization has triggered intense competition among companies. The tighter competition will also increasingly trigger companies to continue to maintain the stability of the company so that it can survive and thrive in the business world in Indonesia. To be able to maintain stability and also to survive in the business world, a company must have the ability to make a profit, which means the ability to sell products, utilize resources and also make innovations.

The company's ability to earn profit is called profitability. Profitability is often used as an assessment of management performance in measuring the efficiency of the use of models in a company in generating profits. The higher level of efficiency and effectiveness will ultimately lead companies to achieve high profitability. So the company not only has to pay attention to how to increase profit, but also how to increase profitability. The ratios examined thus far provide useful clues as to the effectiveness of a company’s operations, but the profitability ratios go on to show the combined effects of liquidity, asset management, and debt on operating results. (Brigham, 2008 : 132)

The profitability in this study is emphasized on Return on Assets (ROA). ROA is a form of the intended profitability ratio to be able to measure ability company with the entire fund that is invested in that asset used for company operations to make a profit. According to Kasmir (2008: 89), the factors that are affect profitability (ROA) between others: net profit margin, total turnover assets, net income, sales, total assets, fixed assets, current assets, and total costs. In this study, researchers only limiting some of the factors to be studied which is thought to have an effect on profitability, including sales and costs.

Sales volume is an important factor in determining the amount of revenue the company receives. Especially in this day and age, there are often new policies from the government that result in fluctuations in the price of raw materials for product supplies. Therefore the company must set the right price. One of the most commonly used methods is to increase sales. The large volume of sales is related to selling prices which is at the policy of the company.

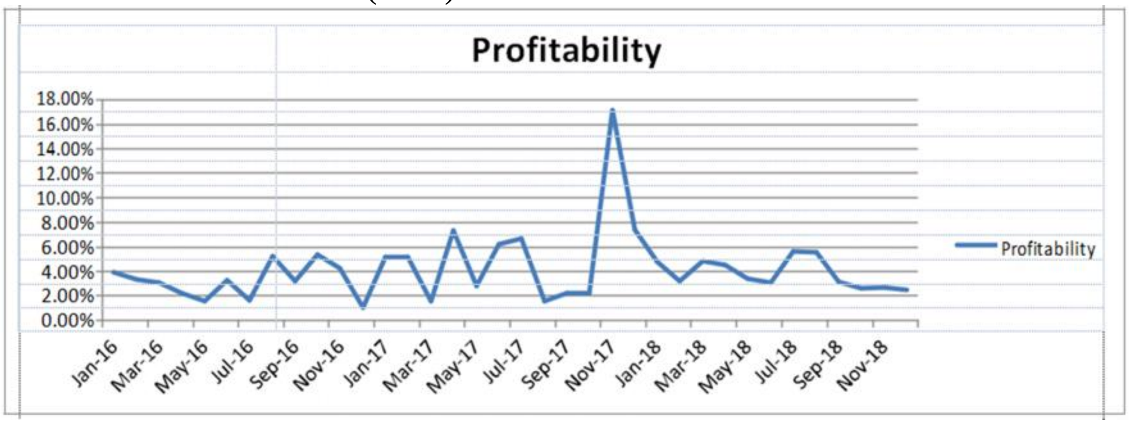
Operation costs are costs that are not directly related to the company's products but are directly related to the company's activities. Management of costs, especially operation costs, cannot be separated from planning and monitoring the costs themselves. The size of the cost will have a direct effect on the profit and loss calculation obtained at the end of the period because the cost itself is an element of the profit and loss calculation.

Muhammad Said and Herni Ali (2016) stated that operation costs affects negatively the profitability. It means that the higher the operation costs will reduce the profitability. Bambang Riyanto (2008: 35) said "Profitability is the ability of a company to generate profits for a certain period.", the profit can be found after sales is deducted by other costs. One of the cost that is deducted from the profit calculation is operation costs. Jopie Jusuf (2008: 33) stated that operation costs or business costs (Operating Expenses) are costs that are not directly related to the company's products but are related to the company's daily activities.

Therefore the company must spend a little cost on cost control. The company can optimize costs and continue to increase sales so the company gets the maximum profit.

UB OPASET is a business unit under the auspices of BULOG and has to optimize assets so that it can generate profits for the company. One form of asset optimization is by renting BULOG GSG (Multipurpose Building) managed by UB OPASET for various events such as weddings, seminars & badminton tournaments. The optimal utilization of assets will surely generate large profits and useful for company profitability.

CHART 1
PROFITABILITY (ROA) 2016-2018 IN UB OPASET BULOG DIVRE JATENG



Source : Secondary Processed Data, 2020

From the chart 1, we can see that profitability is very volatile. The company certainly wants its profitability to always increase evey period or at least the profitability remain and not decrease. According to Kasmir (2008: 89), sales and total cost are factors that affect profitability. Bambang Riyanto (2008: 35) said: "Profitability is the ability of a company to generate profits for a certain period." while the profit can be found after sales minus by other costs. One of the costs that is deducted from the profit calculation is operation costs. Jopie Jusuf (2008: 33) states that operating costs or business costs (Operating Expenses) are costs that are not directly related to the company's products but are related to the company's daily activities.

From research conducted by Ekatherina in 2017 explains that there is instability in profitability (ROA) that the company achieved within 3 years. Where from 2003 to 2004 profitability decreased (16.296% to 12.549%), while in 2005 it increased again (12.549% to 12.816%) although the amount was small compared to the profitability achieved in 2003.

Based on the background above, the writer wants to know wheter sales and operation costs affect profitability of UB OPASET Perum BULOG Divre Jateng. Therefore the writer make this research with the title “The Influence Of Sales and Operation Costs on Profitability (A Case Study at UB OPASET Perum BULOG Divre Jateng)”.

Literature Review

Profitability

Profitability shows the company's ability to generate profits during a certain period. The profit of a company is measured by the success of the company and the ability to use its assets. The profit of a company can be determined by comparing the profit earned in a period with the total assets or the amount of capital of the company. “According to Husnan and Enny Pudjiastuti(2006; 74 in Rina Oktavia 2015 : 154)”.

According to Analisa (2011), a firm value can also be influenced by the size of the profitability generated by the company. Profitability is the ability of a company to generate profits during a certain period. A profitability ratio is the company’s ability to earn deep profits relationship with sales, total assets, and its capital (Sartono, 2010: 122).

According to Brigham (2015 : 108), profitability ratios are a group of ratios that show the combined effects of liquidity, asset management, and debt on operating results.

ROA is where this ratio is a comparison between net income and total assets where the percentage ratio is expressed by the following formula:

$$ROA = \frac{\text{Net Income}}{\text{Total Assets}} \times 100\%$$

Sales

Sales is an activity carried out by a company by marketing its products in the form of goods or services offered at a price agreed upon by the two parties concerned, either paid in cash or credit. Sales are expected to be greater than the previous period. Sales must be able to cover costs so that they can increase profits, so the company can determine the steps to be taken to anticipate the possibility of an increase or decrease in sales in the coming year (Brigham and Houston, 2006). The greater the current ratio, the greater the company's ability to meet its short-term obligations. This shows that the company has placed a large amount of funds on the current assets side. This statement is also in line with the opinion of Fanika (2006) which states that a good sale is a sale that has increased every year. With increased sales, it will increase profits, the profit earned will be stored in the form of cash which will make it easier for the company to directly finance its operational activities and short-term obligations.

According to Kotler (1993 in Putu Agus, 2015 : 2),sales volume is the result of sales that have been generated by the company in the context of the marketing process or a part of the overall marketing program results.

According to Marbun (2003 : 225) sales volume is the total items sold by the company within a certain period. The greater the number of sales ones generated by the company, the bigger possible profit to be generated by the company. From this definition can be concluded that the sales volume is the total amount produced from selling goods. The larger amount of sales generated by the company, the larger profit generated by the company.

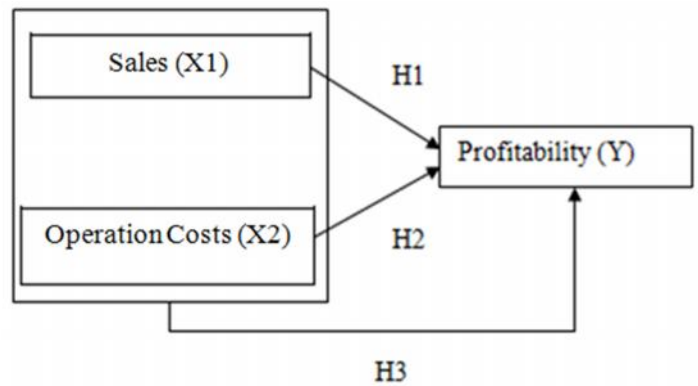
Operation Costs

According to Abrams & Laplante (2010: 218) that: Operations are parts that include the infrastructure, equipment, processes, and procedures used so that they can produce and deliver products or services in a way that is possible, to run a profitable business. Operations are an important aspect because without them nothing can be done.

According to Jopie Jusuf (2006 : 33 in Rina Oktavia : 153) “ Operation costs are costs that are not directly related to the company’s products but are related to the company’s daily operational activities”. Whereas according to Ardiyos (2001 : 655 in Rina Oktavia : 153) “Operation costs are expenses incurred by the company to support the company’s operational activities. Usually refers to selling expenses and administrative expenses and does not include the calculation of the cost of goods sold.

Muhammad Said and Herni Ali (2016) stated that operation costs affects negatively the profitability. It means that the higher the operation costs, the less the profitability will be. Bambang Riyanto (2008: 35) said: "Profitability is the ability of a company to generate profits for a certain period." while the profit can be found after sales minus by other costs. One of the costs that is deducted from the profit calculation is operation costs. Jopie Jusuf (2008: 33) states that operation costs or business costs (Operating Expenses) are costs that are not directly related to the company's products but are related to the company's daily activities.

Theoretical framework



Source: Developed in research (2020)

Research hypothesis

Ha1: There is influence of Sales on Profitability individually.

Ha2: There is influence of Operation Costs on Profitability individually.

METHOD

This research applied explanatory research method with quantitative approach. This analysis method is used in order to solve as well as answer the problems being studied. While quantitative research method can be explained as a research method that statistically analyzes quantitative data to test the established hypothesis (Sugiyono, 2016: 8).

The documentary technique contains data from the relevant data, research object, literature, and report. The documents which are studied for this research are annual reports of sales, operation cost, financial statements, theories, expert opinions, previous research, and other data relevant to the topics.

The type of data that used by the writer is quantitative data. Quantitative data is one which deals with quantity or numbers. It refers to the data which computes the values and counts and can be expressed in numerical terms is called quantitative data. The tabular and diagrammatic presentation of data is also possible, in the form of charts, graphs, tables, etc. Quantitative data in this research are rent price, rent volume, operation cost and company profitability.

The data was processed using IBM SPSS 25. There were several steps, firstly descriptive statistic. Descriptive statistic is a way of analyzing data as they are by describing and depicting all the gathered data (Sugiyono, 2016: 147). The approach used in this analysis is by presenting and describing data with table, graphic, or diagram.

Secondly, classic assumption test. Classic assumption test is used to find out whether there is a deviation in the data or not. There are five classic assumptions test instruments. There are multicollinearity, autocorellation, heteroscedasticity, normality, and linearity.

The third was T-Test, T-test aims to measure the influence of one independent variable in individually explaining the variation of dependent variable (Ghozali, 2018: 99).

Then, coefficient determination test aims to measure how far is the ability of a model in explaining the variation of dependent variable within the value of zero and one (Ghozali, 2018: 97). The las was interpretation. multiple linear regression analysis in which the result is a regression model, can be used to predicts the value of the dependent variable according to the independent variables value changes (Sugiyono, 2017: 188). This statistical tool is used to find out the influence of several variables on one variable.

RESULTS AND DISCUSSION

Descriptive Statistics

The result shows the result of descriptive analysis that out of 36 N data. The independent variable in this research, Sales has highest value in June 2017 at Rp 245.786.861 and the lowest value in December 2018 at Rp 8.624.000 from 36 N data with a standard deviation 50.639.807,95 and average value of 61.917.280,69. The lowest value of the other independent variable, operation costs was Rp 1.068.640 in December 2018 and the highest value is Rp 45.631.986 in May 2018 with a standard deviation of 8.464.979,216 and average value of 14.362.255,21.

The result of descriptive statistics analysis on dependent variable explained that the the mean value of the dependent variable in this research (Profitability) was 0,0415529479 with the lowest value (minimum) at 0,0107 / 1,07% in December 2016 and reached 0,1712 / 17,12% as the highest value (maximum) in November 2017, as for the standard deviation of this variable is 0,0278775748. The low standard deviation value indicated that the distribution of profitability data was normal as it was not higher than the mean value.

Classic Assumption Test

Normality test tests carried out using one-sample Kolmogorov- Smirnov statistical test.

TABLE 1
NORMALITY TEST

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	0,01620207
Most Extreme Differences	Absolute	,131
	Positive	,106
	Negative	-,131
Test Statistic		,131
Asymp. Sig. (2-tailed)		,125c
a. Test distribution is Normal.		
c. Lilliefors Significance Correction.		

Source: Data Processing Output IBM SPSS Statistics 25 (2020)

The result of One-Sample Kolmogorov-Smirnov shows the significant value (Asymp. Sig 2-tailed) is 0.125. Therefore, it indicates that the data in this research has a normal distribution because Asymp.Sig > 0.05.

According to Ghozali (2018: 107) multicollinearity test aims to test whether the regression model found a correlation between independent variables. In a good regression model there should be no correlation between the independent variables.

TABLE 2
MULTICOLLINEARITY TEST

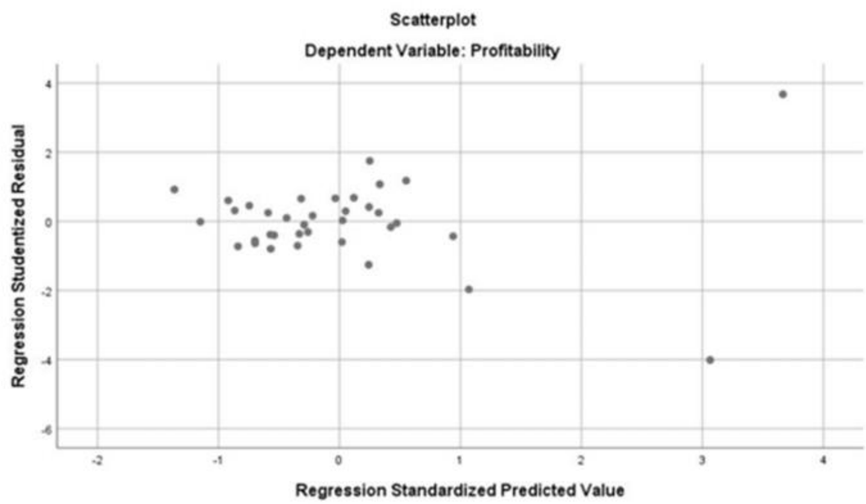
Coefficients[a]			
	Model	Collinearity	
		Tolerance	VIF
1	(Constant)		
	Sales	,339	2,948
	Operation Cots	,339	2,948
a. Dependent Variable: Profitability			

Source: Data Processing Output IBM SPSS Statistics 25 (2020)

There are no independent variables (perceived ease of use and perceived usefulness) which have tolerance value > 0.10 and VIF < 10. Then it can be concluded that there is no multicollinearity between independent variables in the model.

According to Ghozali (2018: 137), the purpose of heteroscedasticity test is to test whether there is a variance inequality of residual between one observation to another.

FIGURE 1
HETEROSCEDASTICITY TEST



Source: Data Processing Output IBM SPSS Statistics 25 (2020)

There is no clear pattern, and the dots spread above and below number 0 on the Y axis. Then, it can be concluded that there is no heteroscedasticity indication in the model.

According to Ghozali (2018:111), The autocorrelation test aims to test whether in the regression model there is a correlation between confounding errors in the period t and the previous period. A good regression model is a regression that is free from autocorrelation. Durbin-Watson test were used in this research.

TABLE 3
LINEARITY TEST

	Model	
Model		R square
1		,662
a. Predictors: (Constant), Sales, Operation Costs		
b. Dependent Variable: Profitability		

Source: Data Processing Output IBM SPSS Statistics 25, 2020

The results shows that the R^2 value is 0,662 with the amount of data N = 36, C2 value = 36 x 0,662 = 23,832. The C2 value then compared to the C2 table of 48,60237 that obtained from df = 36 – 2 = 34, and significance level of 0,05. The result of this test is that C2 value is lower than C2 table (23,832 < 48,60237). Therefore, the model in this research is linear.

Multiple Linear Regression

The analytical method used in this study is multiple linear regression analysis using statistical test tools IBM SPSS 25.0. The variables studied are Perceived Ease of Use and Perceived Usefulness as independent variables and Intention of Use as the dependent variable.

TABLE 4
CORRELATION COEFFICIENTS

	Model Summary[b]	
Model		R
1		,814[a]
a. Predictors: (Constant), Sales, Operation Costs		
b. Dependent Variable: Profitability		

Source: Data Processing Output IBM SPSS Statistics 25, 2020

It can be seen from the R value which is the correlation between the flow of sales and operation costs together which has a relationship to the profitability of 0,814. The interpretation of the relationship of independent variables together to profitability variables is strong. A positive sign on the R value indicates the independent variable is directly related to the dependent variable.

The coefficient of determination is used to measure the ability of the model to explain the variation of the dependent (Ghozali 2018:97). The coefficient of determination to be used is adjusted R^2 because the number of independent variables is more than 1.

TABLE 5
COEFFICIENT OF DETERMINATION

Model Summary[b]		
Model		Adjusted R square
1		,642
a. Predictors: (Constant), Sales, Operation Costs		
b. Dependent Variable: Profitability		

Source: Data Processing Output IBM SPSS Statistics 25, 2020

The value of the adjusted R^2 is 0,642 or 64,2%. Furthermore, it can be determined that the independent variables in this research which are Sales and operation costs are able to explain the changes of profitability for 64,2%. While the rest percentage of 35,8% is explained by other variables outside the analyzed regression model.

T-test aims to measure the influence of one independent variable in individually explaining the variation of dependent variable (Ghozali, 2018: 99). T-test examines the partial influence of independent variable toward dependent variable.

TABLE 6
T-TEST

Coefficients[a]				
Model		Unstandardized B	T	Sig.
1	(Constant)	0,007	1,260	,217
	Sales	,000	2,574	,015
	Operation Costs	,000	-2,346	,025
a. Dependent Variable: Profitability				

Source: Data Processing Output IBM SPSS Statistics 25, 2020

1. The Influence of Sales on Profitability
   It can be concluded that a sig. value of perceived ease of use variable is 0,015 which is less than 0,05. As a result, Ha11 is accepted and H01 is rejected. It means Sales (S) partially and significantly influenced Profitability (P).
2. The Influence of Operation Costs on Profitability
   It is found that the value of significance for perceived usefulness variable is 0,025

which is less than 0,05. The conclusion is H02 is rejected and Ha2 is accepted, so that Sales (S) partially and significantly influenced Profitability (P).

Based on the multiple regression analysis conducted in IBM SPSS Statistics 25, multiple regression equation model obtained is

P = 0,007 + 2,462E-10 S – 2,346E-9 OC

Based on the result it can be concluded the effect of each variable on profitability. Sales has positive effect, while operation costs has negative effect on profitability. Based on the model regression the constant value indicates that if the Sales and operation costs are zero or fixed, the profitability will be 0,007 or 0,7%. The regression coefficient obtained from the Sales (S) is 2,462E-10. This means that an increase in the Sales of 1.000.000 IDR will be followed by an increase in profitability of 0,0002462 or 0,02% assuming other variables are fixed and vice versa.

On the other hand, the regression coefficient of the other independent variable of operation costs (OC) is -1,342E-9 which means that every time there is an increase in operation costs of 1.000.000 IDR, it will reduce profitability by 0,001342 or 0,13% and vice versa. So, the variable operation costs has a negative effect on profitability.

CONCLUSION

The conclusion of the study entitled the influece of sales and operation costs on profitability are as follows:

1. Based on data analysis about the influence of sales (S) and operation costs (OC) on profitability (P) conducted at IBM SPSS Statistics 25. Descriptive analysis shows that sales variables which were sales data always fluctuated. Profitability with highest value occurred in November 2017 at 17,12% while the lowest was 1,07% in December 2016. Sales with the highest amount occurred in June 2017 at Rp 245.786.861 and the lowest in December 2018 at Rp 8.624.000. The operation costs also volatile. The highest operation costs occurred in May 2018, which was valued at Rp 45.631.986 and the lowest occurred in December 2018 at Rp 1.068.640.
2. Based on the test results of the classical assumptions test, it can be concluded that this regression model fulfills all five test. The five tests were normality, multicollinearity, linearity, autocorrelation, and heterokedasticy tests. This shows that this regression model was the most fit and worth testing.
3. The correlation coefficient between the independent variable (sales and operation costs) and the dependent variable (profitability) was 0,814. This means that the relationship between the strong variable and the positive sign indicates that the independent variable was directly related to the dependent variable.
4. Furthermore, the result of the coefficient of determination was 0,642, which means the profitability variable could be explained by sales and operation costs of 64,2%. The remaining 35,8% is explained by other factors.
5. Sales and operation costs together affected profitability at UB OPASET Perum BULOG Divre Jateng.
6. Sales had a significant and positive effect on profitability at UB OPASET Perum BULOG Divre Jateng.
7. Operation costs had a significant and negative effect on profitability at UB OPASET Perum BULOG Divre Jateng.
8. Variable operation costs was a variable that dominantly affect profitability.

Recommendation

Based on this research, several recommendations are obtained in the form of suggestions to increase profitability at UB

OPASET Perum BULOG Divre Jateng, which are as follows:

1. For sales, the company should be able to increase sales so that profitability can increase. One of the ways to increase sales is by promotion. Based on the observations made by the writer, the promotion carried out by UB OPASET is very lacking. Companies can carry out promotions, one of which is by creating a web that contains assets leased by the company. With the web, it is expected that many people will know about the assets leased by UB OPASET so that there will be many consumers and sales are expected to increase.
2. In addition, for operation costs company must be able to reduce operation costs as much as possible. Based on data processing in this study, operation costs has an negative effect on profitability. The higher the operation costs incurred by the company, the less profitability will be. The company is expected to be able to reduce operation costs, such as eliminating official trips that are not very important. This less important official trip is for example an official trip for an asset survey outside Semarang. The company can dispatch people from the subdivre who are at the location where the assets will be surveyed. With this, the company does not have to pay for official travel and it is hoped that operation costs will be reduced.

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