

The Influence of Sales and Operational Costs on Net Income in Cirebon Printing Companies

Rihfenti Ernayani¹, Rusydi Fauzan², Muhammad Yusuf³, Jemi Pabisangan Tahirs⁴

²University of Balikpapan · ²UIN Sjech M. Djamil Djambek Bukittinggi, ³STIA Bandung,

⁴Universitas Kristen Indonesia Toraja

rihfenti@uniba-bpn.ac.id, rusydidfauzan@gmail.com, muhammadyusuf@stiabandung.ac.id,
tahirsjemi@gmail.com

Abstract

he purpose of this study was to determine the effect of Sales, Operational Costs on net income. The population of this research is graphic printing in Cirebon. The sampling technique used is saturated sampling. The data collection method is descriptive. Data were analyzed using multiple linear-regressions. The results of the research on simultaneous tests are (1) Sales, operational costs have an effect on net income, (2) the partial test on sales variables has a significant effect on net income, (3) Operational costs have an effect on net income.

Keywords: *Net Profit, Sales, Operating Costs*

INTRODUCTION

The development of the printing business in the online world is now making transactions easier. The development of increasingly advanced technology has affected the printing business. The ease of doing online printing makes this business more and more in demand. The advantage of the printing business is that it can be run flexibly and is very practical. If the company has good equipment and printing machines High Tech then, the printout will be good and quickly completed. Large printing presses are printing houses whose production levels are dense enough and have adequate sales and have a good and orderly management system. Small printing presses are printers whose production levels are not too dense and have insufficient sales and do not yet have a good and orderly management system. In Cirebon Regency itself there are several printing houses, one of which is the Cipta Graphic printing press in Cirebon. From the data available at the Cirebon Printing Association there are more than 1000 printers operating in Cirebon Regency, as follows:

Table 1 Printing Data by Level Business

No	Business Category	Number of Printing
1	Big Printing	32
2	Small Printing	135
3	Printing Agent	1067

Source: Cirebon Printing Association (2020)

Based on the results of Putranto's research, (2017) the effect of production and sales costs on company net profit in MSMEs in Wonosobo District. There is an influence of production and sales costs together on the company's net profit in MSMEs in Wonosobo District. The results of research by Ratnasih, (2017), it is known that there is an effect of trade receivables and operating costs on net profit at PT. Integrated Image Archipelago.

The results of Wardiningsih's research, (2017) explain that working capital, assets, and sales turnover have a positive and significant effect on the net profit of catering SMEs in Surakarta. The results of Putranto's research, (2017), the variables used are production and sales costs on net profit, the results of this study have a partially significant effect on production costs on net profit and sales on net profit, as well as simultaneously production and sales costs have a significant effect on net profit.

According to the research results of Astuti, (2017), states that the effect of sales on net profit is that sales have an effect on net income which will also increase, whereas when sales decrease net profit will also decrease. As for the results of Rizki's research, (2018) that influence operational costs to net profit is "if the higher the operational costs in the company, the profit will decrease, and vice versa.

RESEARCH METHODS

Population, Sample and Sampling Method

The population and sample in this study are 48 sales data, operating costs, net profit of Cirebon Cipta Graphic Printing for 2016-2019. The method of determining the sample in this study is Non Probability Sampling with use by using saturated sampling so that 48 samples were obtained, so the number of samples used was 48 (12 multiplied by 4 years).

Data Collection Techniques

Data collection in this study was carried out using documentation techniques, in which the researcher collected primary data obtained from the Cirebon branch of the Cirebon branch of the Cipta Graphic Printing. In addition, the researcher also conducted a literature study, namely books and journals related to the problem under study.

Variable Measurement

The variables measured in this study are sales, operational costs, net income.

Data Analysis Method

The data analysis method used in this study is multiple regression. The method that connects one dependent variable with several independent variables in a single predictive model is in accordance with the hypothesis tested in this study.

RESULTS AND DISCUSSION

Based on the classical assumption test of normality, heteroscedasticity, multicollinearity and autocorrelation, all models and equations in this study have passed all classical assumption tests. Measurements used in this study are mean, standard deviation, maximum and minimum. Mean used to determine the average of the data in question. The standard deviation is used to find out how much the data in question varies and the average. Maximum is used to determine the largest amount of data in question. Minimum is used to find the smallest amount of data in question.

1. The results of data processing are descriptive of the sales variable there is a decrease of one point, the value of operational costs will increase by -12,934.
2. The value of the sales regression coefficient of 0.064 means that if sales increase by one point, then the value of operating costs will increase by 0.064 or vice versa if sales decrease by one point then the value of operating costs will decrease by 0.064. 88.79131. The average operational cost is 182378.9190 and the standard deviation value of the variable is 39693.2748.

Results Of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-12.934	9.320		-1,388	.172
sale	.064	.018	.446	3,562	,001
Operating costs	.000	.000	.315	2,156	,016

The constant value is -12,934, sales regression coefficient on net income of 0.064 and operating expenses regression coefficient on net income of 0.000. From these results, the following regression equation can be made, $Y = -12.934 + 0.064 + 0.000 X_2$.

Based on the equation that has been made it can be seen that:

1. The value of the sales coefficient of regression is -12,934 means that if sales increase by one point, the value of operating costs will decrease by -12,934 or vice versa if sales

Source: SPSS processed data (2021)

Based on the results of partial testing of the effect of sales on net income, $\text{sig } 0.001 < \alpha 0.05$ or $t_{\text{count}} 3.562$ means that H_a is accepted, H_0 is rejected. So it can be concluded that partially there is a positive and significant influence between the effect of sales on net income. Based on the partial test results, the effect of operating costs on net profit is obtained $\text{sig } 0.016 < \alpha 0.05$ or $t_{\text{count}} 2.516$ means that H_a is accepted H_0 is rejected. So it can be concluded that partially there is a positive and significant influence between the effect of operating costs on net income.

F Test Results

ANOVA^a

Model	F	Sig.
1 Regression	12,681	.000 ^b
Residual		
Total		

- a. Dependent Variable: consumer loyalty
- b. Predictors: (Constant), service quality, product quality

Source: SPSS processed data (2021)

The calculated F value is 12.681 and the F table is 3.21. If you compare F count with F table, then the calculated F value is greater than F table ($12.681 > 3.21$). Significant value of 0.000 at Table 4 is smaller than 0.05 ($0.000 < 0.05$). Based on the hypothesis test, it can be concluded that sales and operational costs simultaneously affect net profit.

Effect Of Sales On Net Income

Based on the results of the partial test, the variable (X1) in this study is that sales have a significant effect on net profit at Cirebon graphic printing in 2016-2019. The results of this study are consistent with the results of Putranto's research, (2017) which states that partially sales have a significant positive effect on profits. So it can be concluded that the sales variable can be used as a tool to measure net profit in Cirebon graphic copyright printing.

Effect of Operational Costs on Net Income

Based on the results of the partial test, the variable (X2) in this study is operational costs that have a significant effect on net income at copyright printing Cirebon graphics 2016-2019. The results of this study are consistent with the results of Meiza's research, (2014) which states that partially operational costs have a significant effect on profits. So it can be concluded that the operational cost variable can be used as a tool to measure net profit in Cirebon graphic printing.

Effect of Sales and Operating Costs on Net Income

Based on the test results simultaneously or simultaneously, it is known that the two independent variables, namely sales and operational costs have a significant effect on net income at Cirebon graphic printing. The coefficient of determination is 0.371, which means that 37.1% of net profit is affected by sales and operational costs. Thus sales and operational costs can be used as material for consideration in assessing net income at Cirebon graphic printing.

CONCLUSION

Based on the results of the analysis and discussion that have been described previously and the tests that have been carried out, the following conclusions can be drawn:

1. Sales (X1) have a significant effect on the net profit of Cirebon Cipta Graphic Printing in 2016-2019. The development of sales at Cipta Graphic Cirebon printing for the 2016-2019 period shows a fluctuating value every year but tends to increase. This was due to the increase in sales in several consecutive months.
2. Operating Costs (X2) have a significant effect on the net profit of Cirebon Cipta Graphic Printing in 2016-2019. Development Operational costs for Cipta Graphic Cirebon printing for the 2016-2019 period show a fluctuating value every year but tend to decrease. This was caused by a decrease in the cost of production and reduced orders in certain months.
3. Sales and operational costs affect the net profit of Cirebon Cipta Graphic Printing in 2016-2019. Development of Net Profit at Cipta Graphic Cirebon printing for the 2016-2019 period shows a fluctuating value every year but tends to rise. This is due to the stability of orders. This shows the company has good financial performance.

Suggestion

For Printing Create Graphics Cirebon:

1. Cirebon graphic copyright printing must be able to generate increased profits every year. This can be done by the company by marketing its products well so as to increase sales which will ultimately increase company profits.
2. Companies must pay more attention to company performance, especially in obtaining profits. Sales at Cirebon graphic copyright printing are still not optimal. Companies that are still experiencing a decline should pay more attention to the condition of the company. This is due to unstable orders and competition between printers which is quite tight. High sales and profits show a good company condition.
3. Future research is expected to expand the research variables not only Sales, Operational Costs and Net Income listed in the company's financial statements.
4. For further research, it is hoped that it will expand the research sample with a wider research object and at a longer range of years so that it better describes the condition of the printing industry.

REFERENCE

- Astuti, W. A. (2017). The Effect of Sales and Production Costs on Manufacturing Companies in the Automotive Sub-Sector and Indonesia (IDX) Multi-Industry Sector in 2011-2016.
- Delen, D., Kuzey, C., & Uyar, A. (2013). Measuring firm performance using financial ratios: A decision tree approach. *Expert systems with applications*, 40(10), 3970-3983.
- Kempton, W., & Tomić, J. (2005). Vehicle-to-grid power fundamentals: Calculating capacity and net revenue. *Journal of power sources*, 144(1), 268-279.

- Li, X., Tan, Y., Liu, X., Liao, Q., Sun, B., Cao, G., ... & Wang, Z. (2020). A cost-benefit analysis of V2G electric vehicles supporting peak shaving in Shanghai. *Electric Power Systems Research*, 179, 106058.
- Li, X., Guo, H., Jin, S., Ma, W., & Zeng, Y. (2021). Do farmers gain internet dividends from E-commerce adoption? Evidence from China. *Food Policy*, 101, 102024.
- Mun, S. G., & Jang, S. S. (2018). Restaurant operating expenses and their effects on profitability enhancement. *International Journal of Hospitality Management*, 71, 68-76.
- Meiza, E. (2014). The Effect of Operating Income and Operating Expenses on Net Income in Chemical and Ceramic, Porcelain & Glass Companies Listed on the IDX for the 2008-2012 Period. Faculty of Economics, Raja Ali Haji Maritime University.
- Putranto, A. (2017). Analysis of the Effect of Production and Sales Costs on Company Profits (Study on Micro, Small and Medium Enterprises in Wonosobo District, Wonosobo Regency. PPKM III.
- Pan, X., Pan, X., Song, M., Ai, B., & Ming, Y. (2020). Blockchain technology and enterprise operational capabilities: An empirical test. *International Journal of Information Management*, 52, 101946.
- Puche, J., Costas, J., Ponte, B., Pino, R., & de la Fuente, D. (2019). The effect of supply chain noise on the financial performance of Kanban and Drum-Buffer-Rope: An agent-based perspective. *Expert Systems with Applications*, 120, 87-102.
- Ratnasih, A. N. (2017). Effect of Accounts Receivable and Operational Costs on Operating Income at PT. Integrated Image Archipelago.
- Rizki R., L. S. (2018). The Effect of Sales and Operational Costs on Net Income (Studies in Food and Beverage Manufacturing Companies Listed on the IDX for the 2014 - 2016 period.
- Wardiningsih, S. S. (2017). The Influence of Working Capital, Assets, and Sales Turnover on MSME Catering Profits in the Surakarta Region
- Yost, E., Kizildag, M., & Ridderstaat, J. (2021). Financial recovery strategies for restaurants during COVID-19: Evidence from the US restaurant industry. *Journal of Hospitality and Tourism Management*, 47, 408-412.