

Effect of Sales, Production Cost and Operating Cost on Net Profit

Case Study in Cosmetic Companies and Household Good Listed on The Indonesia Stock Exchange

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ABSTRACT

This study aims to determine the effect of sales, production cost, and operating costs on net profit either partially or simultaneously. The analytical method used is panel data linear regression with the dependent variable, namely net income, and the independent variables, namely sales, production costs and operating costs. The result of the research show that sales, production cost and operating costs have an effect on net income either partially or simultaneously.

Keywords: Sales, Production Costs, Operating Costs and Net Income

INTRODUCTION

In order for a company to develop rapidly, it must go through a very hard struggle and be supported by careful planning in dealing with various problems and obstacles that arise, such as operational, financial and marketing problems of the products produced (According to Haryono in Asep 2017: 8). In the era of globalization, technological progress is increasingly rapid, which is followed by the development of economic systems that penetrate regional and national boundaries, making competition in the business world increasingly fierce. This requires entrepreneurs to carry out innovations to improve the products they produce so they can compete in the market. It is hoped that the innovation carried out will be able to maintain the stability and existence of the company.

The purpose of establishing a company is to obtain profits from its business in the future. The principle of a company is to minimize costs and maximize income, therefore companies are required to be more efficient and effective in running their business. The level of competition in the business world is increasingly high, only those who have good performance and performance can survive. More and more companies are competing with each other to increase the company's income and existence in the eyes of society, both nationally and internationally. To maintain its existence, management must be able to manage the company well. By managing sales, production costs and operational costs.

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In accounting, net profit is the profit that a company can obtain on a net basis if the income obtained exceeds the expenses incurred when producing a product (Hanafi, 2020:18). According to Kristianti (2021:61) sales are one of the factors that influence the rise and fall of income or profits that a company will obtain. The cosmetics and household goods sub-sector is one of the manufacturing company sectors engaged in the cosmetics and household goods industry which processes raw materials into semi-finished goods or finished goods on a large scale. Cosmetics and household goods has an important role in human life. Cosmetics are an important need for modern society because they support appearance and are household items that cannot be separated from human life every day.

In 2020, industrial performance, including the cosmetics sector, experienced brilliant growth of 5.59%. Even amidst the pressure from the impact of the COVID-19 pandemic, this manufacturing group was able to make a significant contribution to foreign exchange through its export value reaching US\$ 317 million or around Rp. 4.44 trillion in 2020 or an increase of 15.2% compared to last year.

Table 1 Empirical Data on Average Sales, Production Costs, Operational Costs and Net Profit of Cosmetics and Household Goods Sub-Sector Companies Listed on the Indonesian Stock Exchange 2016-2020

YEAR	SALES	COST PRODUCTION	COST OPERATIONAL	NET PROFIT
2016	904.752.348.920	387.662.516.969	339.879.339.237	36.887.328.177
2017	847.549.794.329	368.318.110.746	346.857.548.168	26.629.748.474
2018	883.126.126.022	429.526.877.426	384.077.888.809	6.758.121.829
2019	1.104.507.617.068	555.091.706.925	444.791.352.516	89.776.112.009
2020	928.262.437.460	148.690.435.878	436.349.588.087	(19.234.695.894)

Source : www.idx.co.id, data processed 2022

From the data in table 1 above, it can be seen that sales conditions, production costs and operational costs experienced fluctuations during the 2016-2020 period. The sales value in 2016 was 904,752,348,920 then decreased to 847,549,794,329 in 2017 then increased again in 2018-2019 until it reached the highest sales of 1,104,507,617,068 and in 2020 there was a decrease to 928,262,437,460. Production costs decreased in 2017, then increased in 2018-2019 and decreased again in 2020. Meanwhile, operational costs experienced different conditions in 2016-2019, increasing then decreasing in 2020 amounting to 436,349,588,087. Sales conditions, production costs and operational costs in 2020 are not in line with the theory that if production costs and operational costs decrease, net profit will increase due to expenses company decreases. Meanwhile, the value of net profit also decreased and even experienced a loss in 2020.

Net profit comes from income, expense, profit and loss transactions, these transactions are summarized in the income statement. Profit is generated from the difference between incoming resources (income and profits) and outgoing resources (expenses and losses) during a certain period of time (Hery, 2017:46). According to Harahap (2016: 115), states that Gains (profit) is the increase in equity value from transactions that are incidental and not the main activity of the entity and from transactions or other activities that affect the entity during a certain period, except those originating from results or investments from owner.

Meanwhile, according to Suwardjono (2016: 199), currently accepted accounting profit is interpreted as the difference between income and costs, meanwhile income and costs are measured and recognized through certain procedures in accordance with Generally Accepted Accounting Principles (PABU).

Sales are activities carried out by sellers in selling goods or services with the hope of making a profit from these transactions and sales can be interpreted as the

transfer or transfer of ownership rights to goods or services from the seller to the buyer (Mulyadi, 2016: 160). Sales are an income transaction, namely goods or services sent by a customer in return for cash, an obligation to pay (Wijaya, 2005:92). Meanwhile, according to Moekijat (2014: 288) states that sales is an activity aimed at finding buyers, influencing and giving instructions so that buyers can adapt their needs to the production being offered, as well as making offers regarding prices to benefit both parties.

According to Mulyadi (2015: 14), production costs are costs incurred to process raw materials into finished products that are ready to be sold. According to the expenditure object, production costs have cost elements, namely raw material costs, direct labor costs and factory overhead costs. Raw material costs and direct labor costs are also called prime costs, while direct labor costs and factory overhead costs are often called conversion costs, conversion costs themselves are the costs of converting raw materials into finished products.

According to Harnanto (2017:28), production costs are costs that are considered inherent in the product, including costs, both direct and indirect, that can be identified with the activities of processing raw materials into finished products. According to Sujarweni (2017:28) Operational costs are costs used to obtain main income. According to Wardiyah (2017:13) states that operational costs are costs that show the extent of business management efficiency. Selling costs and administrative costs are related to the operations performed. According to Jumingan (2017:32) Business/Operational costs arise in connection with the sale or marketing of goods or services and the implementation of administrative and general functions of the company concerned. Based on the three definitions above, it can be concluded that operational costs are costs that are directly related to the company's daily needs outside the production process. The formula for calculating operational costs according to Wardiyah (2017:30) is as follows:

$$\text{Operational Costs} = \text{Sales/Marketing Costs} + \text{Administrative and General Costs}$$

METHODS

This research uses quantitative methods. The population in this research is the cosmetics and household goods sub-sector companies registered on the IDX, totaling 8 companies. The sampling technique uses techniques *purposive sampling* with a total sample of 5 companies. This research uses multiple linear regression analysis using panel data, namely a combination of data *time series* and data *cross section*. The regression model used uses three approaches, namely *Common Effect Model (CEM)*, *Fixed Effect Model (FEM)* and *Random Effect Model (REM)*. The accuracy of the regression model is tested using *Test Chow*, *Langrange Multiplier*, and *Test Hausman*. The data used is secondary data through financial reports (*annual report*) cosmetics and household goods sub-sector companies listed on the Indonesia Stock Exchange for the 2016-2020 period. Data sources were obtained via www.idx.co.id and *website* company. Data processing used in this research uses the Eviews Version 10 application.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

This research uses descriptive statistics to provide an overview or description of data seen from the average value (*mean*), maximum, and minimum. This analysis was carried out on the sample used in this research, namely 5 companies in the cosmetics and household goods sub-sector for the 2016-2020 period with a sample size of 25 data. The dependent variable in this research is net profit, and the independent variables are sales, production costs and operational costs.

Result of Data Analysis

Table 2 Results of Descriptive Statistical Analysis

Variabel	Sampel	Mean	Maximum	Minimum
Sales	25	933.639.664.760	4.678.868.638.822	40.053.732
Production Cost	25	377.857.929.589	2.377.578.995.691	17.940.490
Operational Cost	25	390.391.143.364	1.746.892.181.085	11.636.259
Net Profit	25	28.163.322.919	515.603.339.649	-203.214.931.752

The results of descriptive statistical analysis show that for each variable studied there are 25 known amounts of data describing each variable as follows:

- a. Sales Variables. The average value is 933,639,664,760. Maximum data of 4,678,868,638,822 owned by PT. Kino Indonesia Tbk (KINO) in 2019. Meanwhile, the minimum data is 40,053,732 owned by PT. Unilever Indonesia Tbk (UNVR) in 2016.
- b. Variable Production Costs. The average value is 933,639,664,760. Maximum data of 2,377,578,995,691 owned by PT. Kino Indonesia Tbk (KINO) in 2019. Meanwhile, the minimum data is 17,940,490 owned by PT. Unilever Indonesia Tbk (UNVR) in 2016.
- c. Variable Operational Costs. The average value is 390,391,143,364. Maximum data of 1,746,892,181,085 owned by PT. Kino Indonesia Tbk (KINO) in 2019. Meanwhile, the minimum data was 11,636,259 experienced by PT. Unilever Indonesia Tbk (UNVR) in 2018.
- d. Net Profit Variable. The average value is 28,163,322,919. Maximum data of 515,603,339,649 owned by PT. Kino Indonesia Tbk (KINO) in 2019. Meanwhile, the minimum data is -203,214,931,752 owned by PT. Martina Berto Tbk (MBTO) experienced losses in 2020.

2. Classic Assumption Test

Normality test. The aim is to find out whether the residual or confounding variables in the regression model have a normal distribution or not.

Table 3 Normality Test Result

Series : Standardized Residuals	
Sample 2016 2020	
Observations 25	
Mean	-0.027042
Median	-1.91e+09
Maximum	3.25e+10
Minimum	-3.47e+10
Std. De	1.68e+10
Skewness	0.279293
Kurtosis	2.605263
Jarque-Bera	0.487329
Probability	0.783751

Mark *probability* equal to 0.783751 more than 0.05, it can be concluded that the data is normally distributed.

The multicollinearity test aims to test whether there is a correlation between the independent variables. If a correlation is found, then there is a collinearity problem. A good regression model is one that does not have collinearity problems or no correlation (Zulfikar, 2016:224).

Table 4. Multicollinearity Test Results

	X1	X2	X3
X1	1,000000	0.602467	0.691190
X2	0.602467	1,000000	0.768656
X3	0.691190	0.768656	1,000000

The results of the multicollinearity test can be concluded that the correlation value between independent variables (sales, production costs and operational costs) is less than 0.80 then H0 rejected. So it can be concluded that there is no

multicollinearity problem between the independent variables in the regression model.

The autocorrelation test is used to test whether in a model In linear regression, there is a correlation between confounding errors in a certain period and confounding errors in the previous period. In this research, the method used to detect the presence or absence of autocorrelation is by testing *Durbin Watson*(DW Test).

Table 5. Autocorrelation Test Results

N	K	L	dU	4 - dL	4 - dU	DW	Conclusion
25	3	1.1228	1.6540	2.8772	2,346	2.408431	

Source: Data processed by the author

Autocorrelation test results using the test *Durbin Watson*(DW Test) shows that the DW value is 2.408431. Meanwhile, the value 4 – dU amounting to 2,346 and a value of 4–dL amounting to 2.8772. From the basis of decision making that has been determined, the DW value is between 4 – dU and 4 – dL, namely $(4 - dU \leq d \leq 4 - dL)$ or $2.346 \leq 2.408431 \leq 2.8772$. The heteroscedasticity test aims to test what is in the model in regression, there is inequality of variance from the residuals of one observation to another. Detect the presence or absence of heteroscedasticity using a confidence level of 5%. The heteroscedasticity test in this study uses the Test *White*.

Table 6. Heteroscedasticity Test Results

Heteroskedasticity Test: White

F-statistic	26.29870	Prob. F(9.15)	0.0000
Obs*R-squared	23.51006	Prob. Chi-Square(9)	0.0510
Scaled explained SS	34.45514	Prob. Chi-Square(9)	0.0001

The results of the heteroscedasticity test obtained values *probability (p-value)* equal to 0.0510 > 0.05 then H0 accepted, so it can be concluded that there is no heteroscedasticity problem.

3. Model Test or Parameter Estimation for Panel Data Regression Models

a. Common Effects Model(CEM)

Variables	Coefficient	Std. Error	t-Statistics	Prob.
C	-1.50E+10	1.86E+10	-0.807743	0.4283
X1	0.219818	0.089496	2.456174	0.0228
X2	0.061071	0.056065	1.089290	0.2884
X3	-0.474247	0.207477	-2.285775	0.0328
R-squared	0.753394	Mean dependent var		2.82E+10
Adjusted R-squared	0.718164	SD dependent var		1.27E+11
SE of regression	6.73E+10	Akaike info criterion		52.84885
Sum squared resid	9.52E+22	Schwarz criterion		53.04387
Log likelihood	-656.6107	Hannan-Quinn Criter.		52.90294
F-statistic	21.38532	Durbin-Watson stat		1.389764
Prob(F-statistic)	0.000001			

b. Fixed Effect Model (FEM)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-2.276901	1.65E+10	-13.82227	0.0000
X1	0.486949	0.058734	8.290710	0.0000
X2	0.048652	0.022248	2.186766	0.0430
X3	-0.556260	0.113326	-4.908475	0.0001
Effects Specification				
Cross-section fixed (dummy variables)				
R-squared	0.981226	Mean dependent var		2.82E+10
Adjusted R-squared	0.973495	S.D. dependent var		1.27E+11
S.E. of regression	2.06E+10	Akaike info criterion		50.59354
Sum squared resid	7.24E+21	Schwarz criterion		50.98358
Log likelihood	-624.4192	Hannan-Quinn criter.		50.70172
F-statistic	126.9294	Durbin-Watson stat		2.408431
Prob(F-statistic)	0.000000			

Table 8. Fixed Effect Model Result
Source: Data processed with Eviews 10

a. **Random Effect Model (REM)**

Table 9. Hasil *Random Effect Model* (REM)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-1.50E+10	5.70E+09	-2.633974	0.0155
X1	0.219818	0.027445	8.009347	0.0000
X2	0.061071	0.017193	3.552069	0.0019
X3	-0.474247	0.063626	-7.453693	0.0000
Effects Specification				
			S.D.	Rho
Cross-section random			0.000000	0.0000
Idiosyncratic random			2.06E+10	1.0000
Weighted Statistics				
R-squared	0.753394	Mean dependent var		2.82E+10
Adjusted R-squared	0.718164	S.D. dependent var		1.27E+11
S.E. of regression	6.73E+10	Sum squared resid		9.52E+22
F-statistic	21.38532	Durbin-Watson stat		1.389764
Prob(F-statistic)	0.000001			
Unweighted Statistics				
R-squared	0.753394	Mean dependent var		2.82E+10
Sum squared resid	9.52E+22	Durbin-Watson stat		1.389764

4. Select the best model through diagnostic model panel

a. **Test Chow**

Used to select the best approach from *Common Effects Model* (CEM) with *Fixed Effect Model* (FEM)

Table 10. Test results *Chow*

Effects Test	Statistic	d.f.	Prob.
Cross-section F	51.575861	(4,17)	0.0000
Cross-section Chi-square	64.382956	4	0.0000

Source: Data processed with Eviews 10

Results from the test *Chow* shows the probability value *cross section F* equal to $0.0000 < 0.05$ means H_0 is rejected, then it can be concluded that the most appropriate model in estimating the regression equation is *Fixed Effect Model* (FEM).

b. **Hausman test**

Used to select the best approach from *Random Effect Model* (REM) with *Fixed Effect Model* (FEM).

Table 11. Test results *Hausman*

Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	206.303333	3	0.0000

Source: Data processed with Eviews 10

Results from the test *hausman* shows the probability value *random cross section* equal to $0.0000 < 0.05$ means H_0 is rejected, then it can be concluded that the most appropriate model in estimating the regression equation is *Fixed Effect Model* (FEM).

In this study, the *Langerange* multiplier test was not carried out. because the results of the two tests, namely the *Chow* test and the *Hausman* test, have been selected *Fixed Effect Model* (FEM) as the most appropriate model, a regression line equation is obtained as follows:

$$\begin{aligned} \text{Net Profit} &= -2.276901 + 0.486949 \text{ Sales} + 0.048652 \text{ Costs} \\ \text{Production} &- 0.556260 \text{ Operating Costs} \end{aligned}$$

Based on the results of the panel data regression analysis above, it shows that:

- a. Net profit has a constant of -2.276901, meaning that if sales, production costs and operational costs are equal to 0, then the current year's net profit will be -2.276901.
- b. The regression coefficient for the sales variable is 0.486949, meaning that if sales increase by one unit, net profit will increase by 0.486949 units, assuming the values of other independent variables remain constant. (*Ceteris Paribus*)
- c. The regression coefficient for the production cost variable is 0.048652, meaning that if production costs increase by one unit, net profit will increase by 0.048652 units, assuming the values of other independent variables remain constant. (*Ceteris Paribus*)
- d. The regression coefficient for the operational cost variable is -0.556260, meaning that if operational costs increase by one unit, net profit will decrease by -0.556260 units, assuming the values of other independent variables remain constant. (*Ceteris Paribus*)

Test of the Coefficient of Determination R²

The model feasibility test was carried out by referring to the obtained values coefficient of determination or *R-squared*. The coefficient of determination value is obtained from the value of the multiple correlation coefficient squared. Based on the results of data analysis *Fixed Effect Model* (FEM) in the value column *R-squared* amounting to 0.981226. meaning that 98.12% of variations in net profit can be influenced by sales, production costs and operational costs. Meanwhile, 1.88% could be influenced by other factors not examined in this study.

Partial Hypothesis (t Test)

The sales variable has a calculated t value of 8.290710 with a probability value of $0.0000 < 0.05$ so this can be partially interpreted as saying that the sales variable influences net profit in cosmetics and household goods sub-sector companies listed on the IDX for the 2016-2020 period.

The production cost variable has a calculated t value of 2.186766 with a probability value of $0.0000 < 0.05$ so this can be interpreted partially that the production cost variable has an effect on net profit in cosmetics and household goods sub-sector companies listed on the IDX for the 2016-2020 period.

The operational cost variable has a calculated t value of -4.908475 with a probability value of $0.0430 < 0.05$ so this can be partially interpreted to mean that the operational cost variable has an effect on net profit in cosmetics and household goods sub-sector companies listed on the IDX for the year period. 2016-2020.

Simultaneous Hypotheses (F Test)

Based on the results obtained from the F test, it shows that the F value is 126.9294 with a probability value of $0.000000 < 0.05$. This can be interpreted as meaning that there is a joint influence between sales, production costs and operational costs on net profit in cosmetics and consumer goods sub-sector companies. households registered on the IDX for the 2016-2020 period.

Discussion

Effect of Sales on Net Profit. The research results show that sales have a positive effect on net profit in cosmetics and household goods sub-sector companies listed on the IDX for the 2016-2020 period. This means that by increasing sales, the company's net profit will also increase. The higher the sales, the higher the profits received by the company. One step to get big profits is to pay attention to the size of sales. Increasing cash income will increase profits.

The Effect of Production Costs on Net Profit. Based on the research results, it shows that production costs has a positive effect on net profit in cosmetics and household goods sub- sector companies listed on the IDX for the 2016-2020 period. High production costs affect sales levels. In terms of quantity, a company has limited its production output by adjusting the production costs that will be incurred. When product yields are reduced in quantity, it has an impact on the profits obtained. This means that by optimally reducing production costs, the company's profits will increase. Therefore, company management needs information on production costs that have been incurred in the production process.

The Effect of Operational Costs on Net Profit. Based on the research results, it shows that operational costs has a negative effect on net profit in cosmetics and household goods sub- sector companies listed on the IDX for the 2016-2020 period. This shows that by reducing the costs incurred by the company, it will increase net profit. However, companies also need to pay attention to reducing operational costs, because if the company's operational costs are too reduced, operational activities will be less than optimal and will reduce net profit.

The influence of sales, production costs and operational costs on net profit together. Based on the results of the F test, it shows that the probability value is $0.000000 < 0.05$, meaning that the three independent variables, namely sales, production costs and operational costs, together influence the dependent variable, namely net profit in cosmetics and household goods sub-sector companies listed on the IDX. period 2016-2020.

CONCLUSION

This research examines the effect of sales, production costs and operational costs on net profit in cosmetics and household goods sub- sector companies listed on the Indonesia Stock Exchange. The research results show that partially sales have an effect on net profit, production costs have an effect on net profit, operational costs have an effect on net profit. Simultaneously sales, production costs and operational costs influence net profit in cosmetics and household goods sub-sector companies listed on the Indonesia Stock Exchange (BEI) for the 2016-2020 period.

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