P-ISSN : 2302-4313
E-ISSN : 2621-4199

Jurnal Manajemen dan Bisnis
Vol. 13, No.2, December 2024 , pp. 218-227
Institut Teknologi Dan Bisnis Indragiri
https://journal.itbind.ac.id/index.php/jmbi/issue/view/29

PROFITABILITY ANALYSIS TO DETERMINE THE EFFECTIVENESS OF CAPITAL UTILIZATION IN GENERATING PROFIT AT PT. ALAKASA INDUSTRINDO TBK

[1] Masriza [2]Gita Sari Gustika [3]Astarman
masriza@stieindragiri.ac.id gita@stieindragiri.ac.id astarman@stieindragiri.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan modal melalui analisis rentabilitas. Penelitian ini merupakan jenis penelitian deskriptif yang bersifat kuantitatif. Populasi dalam penelitian ini adalah laporan keuangan PT. Alakasa Industrindo Tbk. sedangkan sampel dalam penelitian ini adalah neraca dan laporan laba rugi PT. Alakasa Industrindo Tbk Tahun 2019-2023. Teknik pengumpulan data penelitian ini diperoleh dari dokumentasi melalui website resmi BEI yaitu www.idx.co.id dengan alat analisis rentabilitas dan Du Pont. Hasil penelitian ini menunjukan bahwa PT. Alakasa Industrindo Tbk. Tahun 2019-2023 berdasarkan rentabilitas modal sendiri telah efektif dalam menggunakan modalnya dalam menghasilkan laba namun berdasarkan analisis rentabilitas ekonomi hanya tahun 2022 dan tahun 2023 saja yang telah efektif dalam menggunakan modalnya dalam menghasilkan laba, dan berdasarkan analisis Du Pont diketahui faktor penyebab sejalannya rentabilitas dengan laba bersih adalah karena rasio NPM dan TATO yang cenderung meningkat serta equity multiplier yang terus meningkat.
Kata Kunci** : **Return On Assets (ROA), Return On Equity (ROE), Du Pont, Net Profit Margin (NPM), Total Asset Turnover (TATO)

Abstract

This research aims to determine the effectiveness of capital use through profitability analysis. This research is a type of descriptive research that is quantitative in nature. The population in this research is the financial statements of PT. Alakasa Industrindo Tbk. while the sample in this research is the balance sheet and profit and loss report of PT. Alakasa Industrindo Tbk 2019-2023. The data collection technique for this research was obtained from documentation via the official IDX website, namely www.idx.co.id with profitability analysis tools and Du Pont. The results of this research show that PT. Alakasa Industrindo Tbk. In 2019-2023, based on capital profitability, it has been effective in using its capital in generating profits, but based on the analysis of economic profitability, only 2022 and 2023 have been effective in using its capital in generating profits. And based on Du Pont's analysis, it is known that the factor causing the alignment of profitability with net profit is the NPM ratio and TATO tends to increase and the equity multiplier continues to increase.
Keywords : Return On Assets (ROA), Return On Equity (ROE), Du Pont, Net Profit Margin (NPM), Total Asset Turnover (TATO)

INTRODUCTION

Financial management is a very important aspect of a company. A company that is unable to manage its finances properly will experience losses that will also affect other aspects of the company such as marketing, production, and human resources. A company can make three important decisions in managing its finances, namely funding, investment, and dividend decisions. These three decisions are carried out to achieve the main goal of the company, which is to maximize profits.

Capital is something that every company must have. With capital, the company can carry out its business activities. Capital in a company is divided into two types, namely own capital and borrowed capital (debt). Own capital is the capital obtained from the owners of the company themselves, and this capital will be invested in the company for an indefinite period of time, while borrowed capital is the capital that comes from outside the company and is temporary, and because it is a loan, the company must repay it. Financing policies certainly have consequences, whether it is financing with own capital or borrowed capital. The consequence of financing with own capital is the dividends that must be paid to the shareholders. The ability of the company to provide high returns for the capital owners on the capital they have invested becomes one of the performance assessments of the company. The consequence of financing with borrowed capital is the high interest rate for the company. The company is expected to be able to manage the borrowed capital to generate maximum profit so that it can pay off the company's obligations. The company is required to manage its capital, both own capital and borrowed capital, effectively and efficiently. The measure that is usually used to assess the effectiveness of the company's capital use is the profitability that the company can achieve. Profitability analysis compares the amount of capital used by the company over a certain period of time with the amount of profit obtained.

The greater the profitability of the company, the better the company's performance in managing its funds, and ideally, the higher the profit obtained by the company will impact the achievement of the company's profit.

Table 1: Net Profit of PT. Alakasa Industrindo Tbk Listed on the Indonesia Stock Exchange for the Years 2015 - 2022

Year	Net Profit (Rp)
2019	7.354.721
2020	6.684.414
2021	17.445.033
2022	48.041.219
2023	42.011.492

Source: Financial Statements of PT. Alakasa Industrindo Tbk for the Years 2019 - 2023

From the data above, it can be seen that the net profit of PT. Alakasa Industrindo Tbk fluctuated from 2019 to 2023. The highest increase occurred in 2022, amounting to Rp. 48,041,219,000, while the lowest profit occurred in 2020, amounting to Rp. 6,684,414,000.

Table 2 : Total Assets and Equity at PT. Alakasa Industrindo Tbk Listed on the Indonesia Stock Exchange for the Years 2019 – 2023

Year	Total Asset	Equity
2019	604.824.614	104.792.363
2020	418.630.902	105.203.706
2021	499.393.053	128.822.522
2022	638.952.801	183.770.843
2023	339.743.733	208.358.088

Source: Financial Statements of PT. Alakasa Industrindo Tbk for the Years 2019 - 2023

From the data above, it can be seen that the asset growth of PT. Alakasa Industrindo Tbk has experienced fluctuations from 2019 to 2023. The total assets of PT. Alakasa Industrindo Tbk reached the highest increase in 2022, amounting to Rp. 638,952,801. The lowest asset value was in 2023, with an asset value of Rp. 339,743,733. Meanwhile, the amount of equity has increased every year

According to Brigham (2018:146), "Profitability is the end result of a series of policies and decisions made by the company." Based on the industry's development with various problems faced by the company, it is necessary to assess the company's ability to optimize its profits by measuring profitability.

Therefore, we need to look at the company's profitability condition. To see how the company's profitability condition is, measurements should be made for several operating periods. The goal is to observe the company's development within a certain time range, both its decreases and increases, while also finding the causes.

Based on the description above, the author is interested in raising the title: *ANALYSIS OF PROFITABILITY TO DETERMINE THE EFFECTIVENESS OF CAPITAL USE IN GENERATING PROFITS AT PT. ALAKASA INDUSTRINDO TBK.*

LITERATURE REVIEW AND HYPOTHESES

a. Profitability or Profitability Analysis

Profitability ratios or profitability analysis ratios are used to measure the level of return or profit compared to sales or assets, measuring how well a company can earn a profit in relation to sales, assets, as well as profit and equity. However, in this research, the researcher will only discuss the use of profitability analysis.

Definition of Profitability

Every business activity, whether conducted in groups or individually, generally aims to achieve profit (profit), which is one of the prerequisites for a company to finance and conduct its operations. The amount of profit, whether large or small, obtained by a company continuously is not a measure and guarantee that the company has worked efficiently, because it must first be compared with the total capital used to generate that profit. The result of the comparison between total capital and the profit obtained in generating that profit is usually expressed as a percentage and is called profitability.

Profitability is a ratio aimed at determining a company's ability to generate profit over a specific period and also provides an overview of the level of management effectiveness in carrying out its operational activities.

Management effectiveness here is viewed from the profit generated relative to sales and company investments. This ratio is also called the profitability ratio. If a company's profitability ratio value is good, it means the company is in a healthy financial condition.

According to Kasmir (2014:196), profitability is a ratio used to assess a company's ability to generate profit. This ratio also provides a measure of the level of effectiveness of a company's management. This is indicated by the profit generated from sales and investment income.

According to Munawir (2014:33), profitability or rentability indicates a company's ability to generate profit over a specific period. Like other ratios discussed earlier, the profitability ratio also has objectives and benefits, not only for the company's owners or management but also for external parties, especially those who have relationships or interests with the company.

According to Irham (2012:135), profitability is a ratio that measures the overall effectiveness of management, as indicated by the magnitude of the profit earned in relation to sales and investments. The better the profitability ratio, the better it reflects the company's ability to achieve high profit gains

Return on Equity (ROE) formula is:

$$ROE = \frac{\text{Net Profit After Tax}}{\text{Own Capital}} \times 100\%$$

One of the profitability ratios often used in research related to the impact of profit on total assets is Return on Assets (ROA). Return on Assets (ROA) shows the company's ability to generate profit from the assets used. By knowing this ratio, it can be determined whether the company efficiently utilizes its assets in its operational activities. Return on Assets (ROA) is formulated as follows: (Hery, 2016:193)

Return On Asset (ROA) formula is:

$$ROA = \frac{\text{Net Profit}}{\text{Total Asset}}$$

The company's financial performance from the management's perspective expects a high net profit before tax (Earnings Before Tax, EBT) because the higher the company's profit, the more flexible the company is in carrying out its operational activities. Thus, the company's EBT will increase if the company's financial performance improves. Earnings Before Tax is the net profit from operational activities before tax. Meanwhile, the average total assets represent the average business volume or assets (Dendawijaya:31).

The profitability ratio is a ratio that describes the company's ability to generate profit (Hery, 2016:192). Based on the expert's opinionsgiven, it can be concluded that the ratio is used to measure the effectiveness of company management as indicated by the amount of profit generated from sales and investments.
Types of Profitability Ratios.

Profitability ratios include the following (Hery, 2016:163)"

a. Return On Asset
b. Return On Equity
c. Gros Profit Margin
d. Operating Profit Margin
e. Net Profit Margin

b. Du Pont Analysis

According to Tarmizi & Marlim (2016:212), "the Du Pont system analysis can measure financial performance in more detail, showing how net profit margin, total asset turnover, and equity multiplier determine the return on equity." The Du Pont chart will show total asset turnover and net profit margin.

The formulas for ROA and ROE using Du Pont according to Rodoni and Ali (2014:28) can be stated as follows:
ROA = NPM x TATO
ROE = ROA x FLM

c. *Total Asset Turnover*

It is a ratio that measures how effectively assets are utilized by comparing net sales with total assets. Total asset turnover is a ratio that shows the efficiency of the company's overall asset utilization in generating a certain sales volume. The higher the total asset turnover, the more capable the company is in generating profit from its overall assets, and it can further optimize its profit in the future. Conversely, if the total asset turnover is lower, the company is unable to generate profit from its overall assets, making the company's condition inefficient. A good ratio or benchmark is > 2x.

> *Total asset turnover measures the effectiveness of the overall asset utilization in generating sales. The larger this ratio, the more effective the company's asset management (Sudana, 2011:22).*
>
> *Total asset turnover is a ratio used to measure the turnover of all assets owned by the company, indicating the amount of sales generated from each rupiah of assets (Kasmir, 2014:185).*

How to calculate *total asset turnover*

There are several indicators to calculate asset turnover or total asset turnover systematically: (Kasmir, 2014:186)

$$\text{Asset Turnover} = \frac{\text{Sales/Income}}{\text{Total Asset}}$$

CONCEPTUAL FRAMEWORK

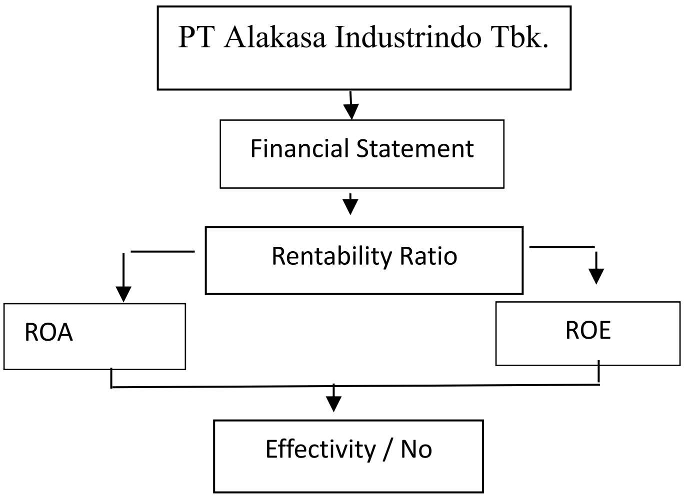

Image : Conceptual Framework
Source : Developed by the Researcher in this Study

RESULT AND EXPLANATION

Research Result

Table.3 : Industrial Ratio Standard

Profitability Ratio	
Types of Ratio	Industrial Standard
Return On Asset	5,98%
Return On Equty	8,32%
Net Profit Margin	3,92%

Source: Niki Lukviarman in saefullah et.al 2018

Table.4 : Economic Profitability Assets (Return On Assets)

Year	Net Profit	Total Asset	ROA (%)
2019	7.534.721	604.824.614	1,25%
2020	6.684.414	418.630.902	1,60%
2021	17.445.033	499.393.053	3,49%
2022	48.041.219	638.952.801	7,52%
2023	42.011.492	339.743.733	12,37%

Source: Processed data

From Table 4 above, it can be seen that the ROA from 2019 to 2021 is still below the industry standard, so the use of capital in generating profits has not been effective. However, in 2022 and 2023, the ROA ratios of 7.52% and 12.37% are above the industry ratio of 5.98%, indicating that the use of capital has become effective.

Table. 5 Anylsis (ROE)

Year	Net Profit	Equity	ROE (%)
2019	7.534.721	104.792.363	7,19%
2020	6.684.414	105.203.706	6,35%
2021	17.445.033	128.822.522	13,54%
2022	48.041.219	183.770.843	26,14%
2023	42.011.492	208.358.088	20,16%

Source: Processed data

Based on Table 5, the ROE score assessment from 2019 to 2020 is still below the industry standard, so the use of capital in generating profits has not been effective. However, from 2021 to 2023, the ROE ratios of 13.54%, 26.14%, and 20.16% are above the industry ratio of 8.32%, indicating that the use of capital has become effective

Du Pont Analysis

Next, the Du Pont chart will be used to analyze ROA and ROE

Year	ROE (%)
2019	7,19%
2020	6,35%
2021	13,54%
2022	26,14%
2023	20,16%

Year	ROA (%)
2019	1,25%
2020	1,60%
2021	3,49%
2022	7,52%
2023	12,37%

Year	Equity multiplier (multiply)
2019	5,77
2020	3,98
2021	3,88
2022	3,48
2023	1,63

Year	NPM
2019	0,34%
2020	0,33%
2021	0,50%
2022	1,16%
2023	2,22%

Year	TATO
2019	3,67
2020	4,88
2021	6,95
2022	6,47
2023	5,57

Year	Total Asset
2019	604.824.614
2020	418.630.902
2021	499.393.053
2022	638.952.801
2023	339.743.773

Year	Equity
2019	104.792.363
2020	105.203.706
2021	128.822.522
2022	183.770.843
2023	208.358.088

Image : 4.1 Du Pont Diagram
Source : Developed by the researcher in this study

Table. 6 ROA using Du Pont analysis

Year	NPM	TATO (multiply)	ROA (%)
2019	0,34%	3,67	1,25%
2020	0,33%	4,88	1,60%
2021	0,50%	6,95	3,49%
2022	1,16%	6,47	7,52%
2023	2,22%	5,57	12,37%

Source: Processed data

In the manufacturing industry, measurement standards are crucial for investors to consider the sustainability of a company in utilizing the results from Equity and Asset management. According to Niki Lukviarman, in (Saefullah et al., 2018, p. 22), the ideal ROA ratio for industry standards is 8.32%. Niki Lukviarman in (Saefullah et al., 2018).

From the table above, the ROA of PT. Alakasa Industrindo Tbk has increased every year. However, from 2019 to 2021, it was still below the industry standard, with the ideal condition only being achieved in 2022 and 2023 when the ROA ratio exceeded the ideal condition. Thus, the use of capital at PT. Alakasa Industrindo Tbk has become effective.

Table. 7. ROE using Du Pont analysis

Year	Equity multiplier (multiply)	ROA (%)	ROE (%)
2019	5,77	1,25%	7,19%
2020	3,98	1,60%	6,35%
2021	3,88	3,49%	13,54%
2022	3,48	7,52%	26,14%
2023	1,63	12,37%	20,16%

Source: Processed data

In the manufacturing industry, measurement standards are crucial for investors to consider the sustainability of a company in utilizing the results from Equity and Asset management. According to Niki Lukviarman, in (Saefullah et al., 2018, p. 22), the ideal ROE ratio for industry standards is 5.87%. Thus, the ROE ratio at PT. Alakasa Industrindo Tbk for the period 2019-2024 has met the ideal condition. Therefore, the use of capital at PT. Alakasa Industrindo Tbk has been effective.

DISSCUSION

1. ROA of PT. Alakasa Industrindo Tbk. Although the company's net profit fluctuated, it could increase economic profitability every year. Therefore, ROA did not align with the increase in the company's net profit because NPM and TATO also fluctuated. According to the Du Pont chart, NPM and TATO are influenced by the company's revenue. The company's revenue is also affected by how the company utilizes its assets to achieve the expected return. This research result is consistent with Zhafira Fasya, 2018.

2. ROE of PT. Alakasa Industrindo Tbk. The increase in return on equity each year is due to the increase in the equity multiplier. This is because the amount of equity increased every year. In the Du Pont chart, it can be seen that the equity of PT. Alakasa Industrindo Tbk continuously increases.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

1. PT. Alakasa Industrindo Tbk manages its capital effectively. This can be seen by comparing the company's ROA and ROE with the industry ratio levels. The achievement of ROA and ROE of PT. Alakasa Industrindo Tbk is mostly above the industry ratio.

2. There is an increase in the ROA of PT. Alakasa Industrindo Tbk. Although the net profit fluctuated, the increase in ROA in 2022-2023 where ROA is above 20% is far above the industry ratio. The factors that cause this are the continuously increasing NPM and TATO, which exceed 2 times according to good criteria.

3. The factor causing the increase in ROE is the rising equity multiplier. This is due to the increasing amount of equity each year. In the Du Pont chart, it can be seen

that the equity of PT. Alakasa Industrindo Tbk continuously increases. This is because the company's total assets continuously increase. The increase in equity is due to the increasing net profit year by year. This shows that a higher equity multiplier ratio indicates that most of the company's assets are funded by its own capital, meaning the company does not rely on debt financing.

RECOMMENDATIONS

The economic profitability of PT. Alakasa Industrindo Tbk should always align with the increase in its net profit. The company is expected to utilize its assets to the fullest and ensure that the factors affecting economic profitability, namely NPM and TATO, can improve.

REFERENCES

Bringham, Eugene F dan Joul F Houston 2018 Dasar-dasar Manajemen Keuangan. Salemba Empat, Jakarta

Hery. 2015. Analisis Laporan Keuangan. Edisi 1. Center For Academic Publishing Services.Yogyakarta.

Fahmi, Irham. 2012. Analisis Laporan Keuangan. Jakarta: Alfabeta.

Kasmir. 2014. Analisis Laporan Keuangan . cetakan ke-7. PT Raja Grafindo. Jakarta

Munawir. 2014. Analisis Laporan Keuangan.Liberty.Yogyakarta

Sukirno, Sadono 2016 Mikro ekonomi teori pengantar Raja grafindo Persada.

Sartono, agus. 2010. manajemen keuangan teori dan aplikasi. yogyakarta bpfe.

Saefullah, E., Listiawati, & Abay, P. M. A. (2018). Analisis Kinerja Keuangan Menggunakan Rasio Profitabilitas Pada Pt Xl Axiata, Tbk Dan Pt Indosat Ooredoo, Tbk Periode 2011 2016 Yang Terdaftar Di Bursa Efek Indonesia. Jurnal Baque Syar'i, 4(1), 18–32. Https://Doi.Org/Http://Dx.Doi.Org/10.32678/Bs.V4i1.1075

Sudana, I Made 2011. Manajemen Keuangan perusahaan teori dan praktik, erlangga Jakarta

Sugiyono, 2016 Metode Penelitian Kulaitatif dan Kuantitatif. Alfabeta Bandung

Syamsuddin. 2009. Manajemen Keuangan Perusahaan. Edisi Baru. Cetakan Kedua Belas. PT Raja Grafindo Persada. Jakarta.

Syamsuddin, 2009. Jurnal Ilmu dan Riset Manajemen Volume 4, Nomor 3, Maret 2015

Tarmizi, R & Marlim, M. 2016. Analisis Du Pont System dalam Mengukur Kinerja Keuangan Perusahaan Telekomonikasi yang terdaftar di Bursa Efek Indonesia 2012 – 2014. Jurnal Akuntansi dan Keuangan. Volume 7. No.2

Umam, Khoirul et al Journal of Applied Business and Economic (JABE) Vol. 8 No. 2 (Desember 2021) 146-158 ANALISIS PROFITABILITAS INDUSTRI MANUFAKTUR CONSUMER GOODS SEBELUM DAN DI SAAT PANDEMI COVID-19 DI INDONESIA

Zhafirah Fasha, NA 2010 Analisa rentabilitas untuk mengetahui efektivitas penggunaan modal dalam menghasilkan laba pada PT. Bank Central Asia Tbk.

Warsono. 2013. Manajemen Keuangan Perusahaan. Malang : Bayu media Publishing.

Kementerian Keuangan Republik Indonesia. www.kemenkeu.go.id

Laporan Keuangan Perusahaan. www.idx.co.id.