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THE INFLUENCE OF SALES VOLUME AND OPERATING COSTS ON PROFIT AT PT. SINAR REKSA KENCANA (SRK) RAKIT KULIM DISTRICT, INDRAGIRI HULU REGENCY

Walmi Sholihat
Sekolah Tinggi Ilmu Ekonomi Indragiri Rengat
walmisholihat@stieindragiri.ac.id

ABSTRACT

This research was conducted at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency. The formulation of the problem in this study is as follows: Does the volume of sales and operating costs simultaneously have a significant effect on profits at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency? Does the sales volume partially have a significant effect on profits at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency? Do operating costs partially have a significant effect on profits at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency?

The data in this study used secondary data. The data collection technique is interview and observation. The method used to analyze the data is to use quantitative methods, namely by multiple linear regression, correlation coefficient and determination, F test and t test.

The results of the statistical calculation of the F-test are F count > Ftable. This means that Ho is rejected and Ha is accepted, meaning that simultaneously sales volume and operating costs have a significant effect on profits. The results of the statistical calculation of the t-test tcount X1> ttable so that Ho is rejected and Ha is accepted, which means that the independent variable (X1) partially has a significant effect on the profit variable (Y). The results of the statistical calculation of the t-test value tcount X2 < ttable so that Ha is rejected and Ha is accepted, which means that the independent variable (X2) partially has a significant effect on the profit variable (Y).

A. BACKGROUND

Profit is a very popular word among the business world, as a very important measure in assessing the financial performance of a company. The profits obtained are not only used to finance the company's operations but are also used for company expansion through various activities in the future. Therefore, every company has a profit target that continues to increase every period in order to get a continuous profit for the survival of the company. Various policies are implemented to increase profits, one of which is increasing business performance. One of the efforts to improve the company's business performance is to revamp the company's capital to support the control of the business network in order to compete in both regional and international markets.

To maximize profit, the company must be able to plan and control properly the factors that can affect the overall elements described in the overall costs, including operating costs within the company. The main purpose of these elements is to provide information about the level of success of management in managing the company in a certain period. In order for this information to have a use value, the preparation of incoming and outgoing costs must be detailed accurately and precisely so that the information can be evaluated in the context of preparing future plans or to be used as considerations in determining policies and decisions for the future.

There are several factors that affect profit, including sales volume and operating costs. Sales is the main purpose of the company's activities. Companies in producing goods/services have the ultimate goal of selling goods/services to consumers. Therefore, sales also play an important role so that the products produced by the company can be sold and provide income for the company. Sales made by the company aim to sell goods/services needed as a source of income to cover all costs in order to make a profit.

Sales activities carried out by the company aim to achieve the expected and profitable sales volume to achieve maximum profit for the company. Sales volume is the total amount generated from the sale of goods. The greater the number of sales generated by the company, the greater the possibility of profit that will be generated by the company. Therefore, sales volume is one of the important things that must be evaluated for the possibility of the company not to lose. Profitable sales volume should be the main goal of the company and not for the sake of sales volume itself.

Then, operating costs are an economic source in an effort to maintain and generate income. Operating costs are costs that are influenced by the company's activities, therefore the higher the level of activity, the higher the operating costs.Because operating costs are costs that are directly involved in company activities, determining operating costs cannot be done separately from a series of company activities.

PT. Sinar Reksa Kencana (SRK) Rakit Kulim Subdistrict, Indragiri Hulu Regency, has started pioneering with the local community by providing compensation or profit sharing on managed land. PT. Sinar Reksa Kencana (SRK) is a company engaged in oil palm plantations, where the main priority activities are oil palm care and oil palm nurseries.
The performance of PT. Sinar Reksa Kencana (SRK) Rakit Kulim District Indragiri Hulu Regency Indragiri Hulu Regency in the last six years, as well as sales volume, operating costs and company profits as follows:

Table 1: Sales Volume At PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency 2013-2018

Year	Sales Volume (Rp)	Percentage (%)
2013	3.110.368.604	-
2014	4.500.150.642	15,83
2015	6.980.520.000	24,56
2016	5.799.850.000	20,41
2017	5.020.190.320	17,66
2018	3.010.780.432	10,59

Sourcer: PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency

From table 1 it is known that the sales volume obtained at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency in 2013-2018 experienced fluctuations. Highest sales in 2015 and lowest in 2013.

Table 2: Total Operating Costs At PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency 2013-2018

Year	Total Operating Cost (Rp)	Percentage (%)
2013	Rp. 2.468.836.636	-
2014	Rp. 2.668.345.500	13,99
2015	Rp. 4.189.900.766	21,96
2016	Rp. 4.999.980.000	26,21
2017	Rp. 2.250.175.000	11,80

2018	Rp. 2.500.100.800	13,11

Sourcer: PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency

From the table above, it is known that the total operating costs incurred at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency Years 2013-2018.

Table 3: Total Profit At PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency 2013-2018

Year	Total Profit (Rp)	Percentage (%)
2013	641.531.968	-
2014	1.831.805.142	19,60
2015	2.790.619.234	29,86
2016	799.870.000	8,56
2017	2.770.015.320	29,64
2018	510.679.632	5,47

Sourcer: PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency

From the data obtained, it can be concluded that the profit of PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency 2013-2018 fluctuated. This is the basis for conducting this research.

B. LITERATURE REVIEW

Definition Of Profit

Every company tries to get the maximum profit. The profit earned by the company will affect the survival of the company. Profit differs from one company to another, because of the capital and type of business. Profit is an indicator to assess the company's operating performance. Reported profit reflects the success or failure of the company in achieving the goals that have been set. Information about profit can be found in the financial statements. Making financial reports is the responsibility of company management. The following is the meaning of profit according to some experts:

Profit is a measure of the company's overall performance, which is defined as profit = Sales-Cost. (Hanafi, 2010: 32)

Profit is an internal source of funds that can be obtained from normal company activities that do not require extra costs for storage and use. (Samryn, 2012: 429)

Profit is a summary of the net results of business operating activities in a certain period expressed in financial terms. As well as company information that is most in demand in the money market. (Subramanyam, 2012: 109)

Profit (loss) is the difference in excess (less) between income and expenses. (Joseph, 2011: 31)

Definition of Sales Volume

Sales is an integrated effort to develop strategic plans that are directed at satisfying the needs and wants of buyers, in order to get sales that generate profits. Sales are the lifeblood of a company, because from sales profit can be obtained as well as an effort to attract consumers who are endeavored to find out their attractiveness so that they can know the results of the products produced. Sale is a transfer of rights to things. From this

explanation, in moving or transferring goods and services, people who work in the field of sales are needed, such as trade operations, agents, service representatives and marketing representatives.

Sales volume is the total amount generated from the sale of goods. The greater the number of sales generated by the company, the greater the possibility of profit that will be generated by the company. Therefore, sales volume is one of the important things that must be evaluated for the possibility of the company not to lose. So profitable sales volume should be the main goal of the company and not for the sake of sales volume itself.

The success or failure of a company can be seen from the condition of its overall sales volume. The company also needs to evaluate whether its product mix has been effective enough to increase its sales volume. In its business activities, the main goal of the company is to make a profit or profit. So every company will always make efforts to increase sales volume so that it has an impact on profits for the company concerned. The realization of this goal is through steady sales volume because sales problems are the key to the success or failure of a company.

Definition of Operating Costs

Costs In general, in carrying out company activities, costs are needed that can assist in making daily operating decisions. The term cost or cost is often used with different meanings.

> Cost is the sacrifice of economic resources, which is measured in units of money that has become or is likely to be incurred for a particular purpose. (Mulyadi,2014: 8)
>
> Cost is defined as a sacrifice that can reduce cash or other assets to achieve goals, both those that can be charged now or in the future. (Mursyidi, 2010: 14)
>
> Costs are all that is charged to products or services that will be sold to get revenue. (Sofyan Syafri Harahap, 2011: 242)
>
> Cost is the cash equivalent value sacrificed to obtain goods or services that are expected to provide current or future benefits for the organization or company. (Mowen, et. al, 2010: 30) .

In addition, operating costs can also be defined as all the sacrifices made by the company to fund the company's operating activities in order to achieve the targeted goals. This problem of operating costs can only be satisfactorily solved if the company has knowledge of the costs associated with it. Therefore, the provision of data is very important as an information tool in policy making

RESEARCH METHODS

Data analysis

Classic assumption test

There are several tests that must be run first to test whether the model used represents or approaches the existing reality. To test the feasibility of the regression model used, then it must first meet the classical assumption test including: Multivollinearity Test; Heteroscedasticity Test; Normality Test; Autocorrelation Test.

Multiple linear regression

This analysis is used to determine the effect of the dependent variable with two or more independent variables with the regression equation formula: $Y = a + b1X1 + b2X2 + e$

Correlation Coefficient (R)

Multiple correlation coefficient (R) is the root of the coefficient of determination. The magnitude of the relationship between one variable and another is expressed by the correlation coefficient denoted by the letter "r". The magnitude of the correlation coefficient

will range from -1 (negative one) to +1 (positive one). To analyze the relationship between variables, it is necessary to measure the value of the correlation coefficient.

Coefficient of Determination (R2)

The coefficient of determination (R2) is a measure used to measure the effect of the independent variable on the variance of the dependent variable, with 0 < R2 < 1.

Hypothesis testing

Simultaneous Test (F Test)

Simultaneous test is used to determine the effect of the variable independent (independent) on the dependent variable (dependent). With the formula

$$F_o = \frac{R^2\,(n-k-1)}{k\,(1-R^2)}$$

Keterangan:

F_o = Test Value F
R^2 = Multiple Correlation Coefficient
k = Number of infependent variable
n = Number of samples

Partial Test (t Test)

The t test is used to test the regression coefficient partially or separately from other independent variables. To find out whether each independent variable has an effect on the dependent variable, use the following formula

$$T = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Keterangan:

t = t test value
r = Pearson correlation coefficient
r^2 = Coefficient of determination
n = Number of samples

RESEARCH RESULTS AND DISCUSSION

Classical Assumption Test

Normality test

Table 4: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		6
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	,16389665
Most Extreme Differences	Absolute	,170
	Positive	,169
	Negative	-,170
Kolmogorov-Smirnov Z		,417
Asymp. Sig. (2-tailed)		,995

a. Test distribution is Normal.
b. Calculated from data.

Source: SPPS Output Research Results Version 21.00, Processed Data

The results of the normality test show that all research variables have a value greater than 0.05 at (0.995 > 0.05), so it can be concluded that the research data is normally distributed.

To test the research data with normal distribution or not, it can also be used seen through normal P-Plot graph analysis as shown below:

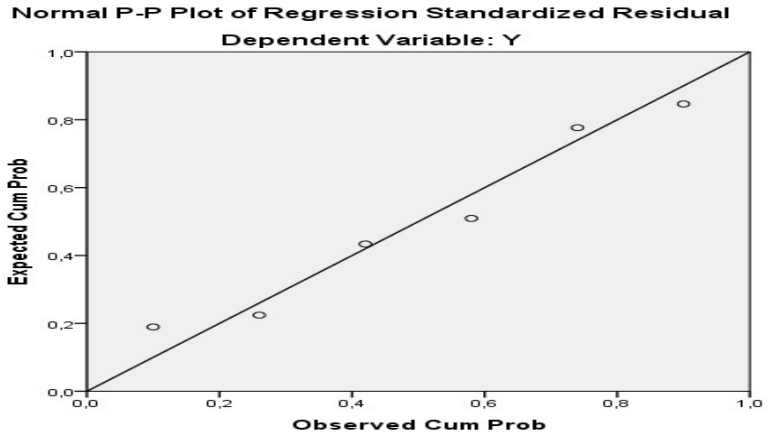

Figure 1: Normality Test Using P-Plot Normal Graph

Figure 1 above shows the points spread around the line and follow the diagonal line, so that the regression model already meets the assumption of normality

Autocorrelation Test

The autocorrelation test is to see whether there is a correlation between a period t and the previous period (t-1). In simple terms, regression analysis is to see the effect of the independent variables on the dependent variable, so there should be no correlation between observations and previous observation data. Autocorrelation test in this study using Durbin Watson, can be seen in the table below:

Table 5: Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1,000[a]	1,000	1,000	,212	2,090

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data

From the data listed in the table above, it can be seen that the Durbin Watson (DW) value is 2.090. While the Durbin table value (DU) is 1.896. Because the value of DW 2.090 is greater than DU, there is no autocorrelation.

Multicollinearity Test

The multicollinearity test aims to see whether or not there is a high correlation between the independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, the relationship between the independent variable and the dependent variable will be disturbed. To test multicollinearity, it can be seen from the tolerance value and the VIF (Variance Inflation Factor) value. If the VIF value is not

more than 10 and the tolerance value is greater than 0.1, then the model can be said to be free from multicollinearity. The results of the multicollinearity test can be seen in the following table:

Table 6: Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,355	,313		1,134	,339		
	X1	1,000	,000	1,463	11157,979	,000	,467	2,139
	X2	-1,000	,000	-1,074	-8191,184	,000	,467	2,139

a. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data

Based on the table above, it can be seen that the sales volume and operating costs variables have a tolerance value above 0.1 and a VIF less than 10. With a tolerance value of 2.139 and a VIF of 0.467. This means that in the regression equation model there is no symptom of multicollinearity so that the data can be used in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to see whether there is an inequality of variance in the residuals from one observation to another. Detection of heteroscedasticity can be done using the scatterplot method where the spread of the generated points is formed randomly, does not form a certain pattern and the direction of the spread is above or below the number 0 on the Y axis. The results of the heteroscedasticity test can be seen in the image below

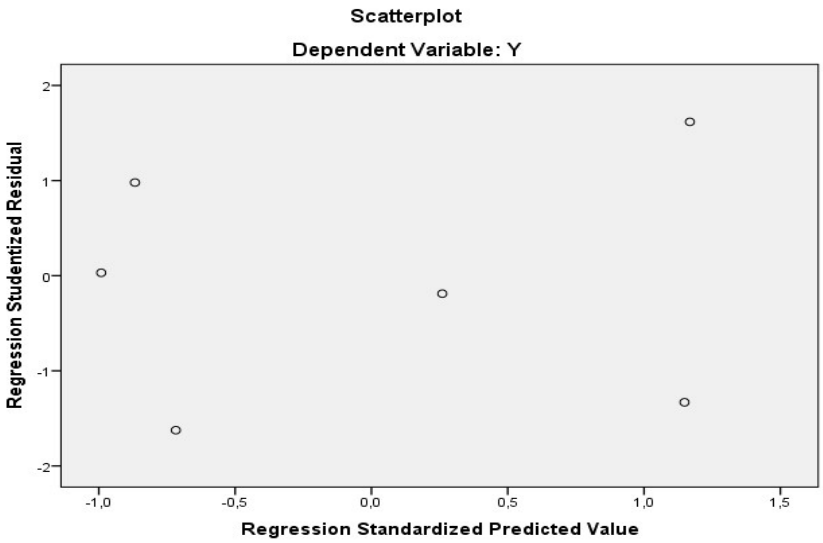

Figure 2: Heteroscedasticity Test Using Scatterplot

Based on the picture above, the scatterplot graph shows that the data is spread on the Y axis and does not form a clear pattern in the distribution of the data. This shows that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict profit with variables that affect sales volume and operating costs.

Multiple Linear Regression Analysis

After the results of the classical assumption test are carried out and the overall results show that the regression model meets the classical assumptions, the next step is to evaluate and interpret the multiple regression model. Regression analysis is used to test the hypothesis about the effect of partially and simultaneously independent variables on the dependent variable. A good regression equation model is one that meets the requirements of classical assumptions, including all data is normally distributed, the model must be free from multicollinearity symptoms and free from heteroscedasticity. From the previous analysis proves that this research is considered good. The results from SPSS which are used as an analytical tool, the results of multiple regression are as follows:

Table 7: Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,355	,313		1,134	,339
	X1	1,000	,000	1,463	11157,979	,000
	X2	-1,000	,000	-1,074	-8191,184	,000

a. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data

Based on the table above, the results of calculating the effect of sales volume (X1) and operating costs (X2) on profit (Y) can be arranged in a model as follows: Y = 0.355 + 1,000 X1 – 1,000 X2. With the regression equation above, it can be explained as follows:

a = 0,355. This shows that if the sales volume (variable X1) and operating costs (variable X2) have a value equal to zero, the profit value (variable Y) is 0.355.

b_1 = 1,000. This shows that if the sales volume (variable X1) increases by 1 unit and the variable operating costs (variable X2) remains constant, then profit (variable Y) increases by 1,000.

b_2 = -1,000. This shows that if the operating costs (variable X2) increase by 1 unit and the sales volume variable (variable X1) remains, then profit (variable Y) increases by 1,000.

Multiple Linear Correlation Coefficient Analysis (R)

Correlation analysis (R) was used to find the direction and strength of the relationship between two or more variables, both symmetrical, causal, and reciprocal. The correlation value for the variables of sales volume and operating costs can be shown in the following table:

Table 8: Multiple Linear Correlation Coefficient (R)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1,000[a]	1,000	1,000	,212	2,090

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data

Based on the table above, the correlation coefficient value is 1,000. So it can be stated that there is a relationship between X1 (sales volume) and X2 (operating costs) to Y (profit) which is categorized as very strong.

Coefficient of Determination Analysis (R2)

The coefficient of determination shows what percentage of the variation of the variable dependent variable can be explained or explained by the variation of the independent variable.

This can be seen from the model summary generated with using SPSS as follows:

Table 9: Coefficient of Determination Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1,000[a]	1,000	1,000	,212	2,090

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data (2019)

The results of the regression calculation can be seen that the coefficient of determination (Rsquare) obtained is 1,000 = 100%. This shows that sales volume (variable X1) and operating costs (variable X2) have a 100% contribution effect on profit (variable Y) and there are no other variables that affect profit (variable Y) in this study

Hypothesis Testing

Simultaneous Test (F Test)

The F test is intended to test whether the sample data represents population data, so that the data is used as the basis for rounding variables. The calculation of the hypothesis test using the SPSS program with the following calculation results

Table 10: F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5574137,199	2	2787068,600	62252778,425	,000[b]
	Residual	,134	3	,045		
	Total	5574137,333	5			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: SPPS Output Research Results Version 21.00, Processed Data (2019)

Hypothesis

Ho : $b_1, b_2 = 0$ There is no significant effect between sales volume and operating costs on profits at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

Ho : $b_1, b_2 \neq 0$ There is a significant effect between sales volume and operating costs on profits at PT. Sinar Mutual Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

Decision Making Basis:

1) If Fcount is significant at level > 0.05, then Ho is rejected and Ha is accepted, meaning that simultaneously operating costs and sales volume affect profit
2) If Fcount is significant at <0.05 level, then Ho is accepted and Ha is rejected, meaning that simultaneously operating costs and sales volume have no effect on profit

Level of signifikan (α) ; α = 0,05
F_{table} = k : (n-k-1)
= 2 : (6-2-1)
= 2 : 3
= 9,55

The results of the F-test statistical calculation from the table above can be seen that the Fcount value is 62,252,778,425 with a significant level of 0.000. While the Ftable at the 95% confidence level (0.05) is 4.46. Then obtained F count > Ftable 62,252,778,425 > 4,46. This means that Ho is rejected and Ha is accepted, meaning that simultaneously sales volume and operating costs have a significant effect on profits

Partial Test (t Test)

The t-test is intended to test whether the independent variable partially has a significant effect on the dependent variable. The calculation of the hypothesis test using the SPSS program with the following calculation results

Table 11: t Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,355	,313		1,134	,339
	X1	1,000	,000	1,463	11157,979	,000
	X2	-1,000	,000	-1,074	-8191,184	,000

a. Dependent Variable: Y

Source: SPPS Output Research Results Version 21.00, Processed Data

Hypothesis:

1) X_1 to Y

Ho : $b_1 = 0$ There is no effect of sales volume on profit at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

Ho : $b_1 \neq 0$ There is an effect of sales volume on profit at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

2) X_2 to Y

Ho : $b_2 = 0$ There is no effect of operating costs on profits at PT.Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

Ho : $b_2 \neq 0$ There is an effect of operating costs on profits at PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency.

Decision Making Basis

1) If the significance value of t < (0.05) or the coefficient of significance t at the level of < 5%, then Ho is accepted and Ha is rejected, which means that sales volume and operating costs have no effect on profit
2) If the significance value of t > (0.05) or the t- count coefficient of significance is at a level of > 5%, then Ho is rejected and Ha is accepted, which means that sales volume and operating costs affect profit.

Level of signifikan (α) : α = 0,05
t_{tabel} = α /2 : (n-2)
= 0,05/2 : (6-2)
= 0,025 : 4
= 2,77645

Interpretation:

1) In the table above, the value of tcount X1 > ttable = 11,157,979 > 2,77645 so that Ho is rejected and Ha is accepted, which means that the independent variable (X1) partially has a significant effect on the profit variable (Y).
2) Furthermore, the value of tcount X2 < ttable = -8.191.184 < -2.77645 so that Ho is rejected and Ha is accepted, which means that the independent variable (X2) partially has a significant effect on the profit variable (Y).

CLOSING

Conclusion

Based on the explanation of the research results and discussions that have been by the author, it can be concluded as follows:

a. The results of the statistical calculation of the F-test are F count > Ftable. This means that Ho is rejected and Ha is accepted, meaning that simultaneously sales volume and operating costs have a significant effect on profits..
b. The results of the statistical calculation of the t-test tcount X1 > ttable so that Ho is rejected and Ha is accepted, which means that the independent variable (X1) partially has a significant effect on the profit variable (Y).
c. The results of the statistical calculation of the t-test value tcount X2 < ttable so that Ha is rejected and Ha is accepted, which means that the independent variable (X2) partially has a significant effect on the profit variable (Y).

Suggestions

The authors' suggestions in connection with the results of this study are as follows

a. Suggested to PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency in order to maximize operating costs.
b. Suggested to PT. Sinar Reksa Kencana (SRK) Rakit Kulim District, Indragiri Hulu Regency in order to maximize sales volume for the company.
c. To increase profits for the company, the company should manage production income more effectively and efficiently.

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