



EVALUATION OF SALES REVENUE IN TRADING BUSINESS

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ABSTRACT

The purpose of this research is to evaluate the business activities currently being run by entrepreneurs from the perspective of their sales revenue. The research method is descriptive qualitative, aiming to describe the actual conditions and circumstances of the entrepreneurs or research objects. Data collection methods include interviews and questionnaires . The results of the work scientific This is Still not enough understand the perpetrators business For do evaluation income , so that increase and decrease the income they earn experience No known in detail, because No existence evaluation sales and revenue generated in a way Keep going continuously .

Keywords : evaluation , income , sales

INTRODUCTION

Business or business will more Good If done something capable evaluation raise income , good income will produce good benefits also for internal management or external , because That evaluation need carried out and implemented for sustainability business . Income is element main Company or business done , because objective The main company was founded is For produce maximum income and for sustainability business .

The company will carry progress and prosperity for employee or management within the company . The success of the company is part from success from management that exists within the Company which is always try give the best for sustainability business as well as innovation designed products by the Company's internal management . Accounting arrange Company conditions in form good and capable finances maintained to stage next .

Evaluation business is not something new , but Already Lots implemented by the Company even Now company conduct monitoring and evaluation with use control department or normal it is said that quality control, quality control is how the company carries out monitoring and evaluation with well and in detail so produce desired income and profit (Dokman, 2023) .

Evaluation management or control will more Good done independently so that produce Good quality too . Managenet evaluation income will help the



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Company achieve desired goals , evaluation after evaluation carried out get positive results (Situmorang & Ayustia, 2019) .

The company is business that continues move For get the goals desired by the founder or capital owners , the goals to be achieved achieved by business or the Company must clear and capable bring welfare desired by capital owners . Capital owners will always trying to get Return of capital that has been invested issued .

Good company aim For get appropriate benefits with the target that has been planned with Good and appropriate with owner business or perpetrator business as well as investors . The company will always innovate For get desired goals . Management evaluation is something that must be done on the road in the Company, if No so will happen inequality Company conditions (Damanik & Tri Setyawan, 2022) .

Income There is based on from sales made by the Company , good income originate from good sales too , sales will bring the Company to success or heredity performance , performance will show content management whether Good or the bad in Work .

Objective from work scientific This For get results evaluation ongoing business carried out by the perpetrator business from corner field income sale dear done they .

METHOD

Method study is qualitative descriptive purposeful For describe conditions and circumstances that occur actually on the perpetrator business or object study (Damanik, 2023) . Method data collection was carried out with method Interviews and questionnaires were conducted . This study aimed to determine the sales revenue of a trading business within a period of 1 month for the sale of products and services sold. This research method is a study that uses a quantitative approach, where this research was conducted by collecting data from the Sanggau Motif Product Building Materials Shop. To strengthen the research of this Scientific Work, data is needed that is in accordance with the research of the Scientific Work being reviewed . Method data analysis is carried out with describe condition interviews conducted by the author to perpetrator business .

RESULTS AND DISCUSSION

The Motif Product Building Materials Store is a trading business engaged in the production of building materials and furniture, such as chairs and other building materials. Often, due to tight business competition, stores often experience a decline, which affects uncertain income, resulting in a buildup of merchandise, excess stock, and a decrease in income.

Table 1 Description perpetrator business

Type business	Length of business	Average Amount employee	Amount perpetrator business
Food and Drink	1 year down	2	5



	1 year to the top	3	3
Shop building	1 year down	3	3
	1 year to the top	4	2
Shop basic necessities	1 year down	1	4
	1 year to the top	2	5
Etc	1 year down	0	5
	1 year to the top	1	6

This research was conducted by interviewing business actors at the Sanggau Motif Product Building Materials Shop, and presenting some of the data obtained through these interviews.

1. Primary data obtained using interview techniques in the form of questions provided directly to building material shop business owners selling motif products.
- 2 Data Collection with Documentation

Table 2 Income perpetrator business

The first week	Second week	The third week	The fourth week
Rp. 10,000,000	25,000,000	15,000,000	30,000,000
Rp. 15,000,000	8,000,000	20,000,000	12,000,000
Rp. 10,000,000	16,000,000	11,000,000	15,000,000
Rp. 12,000,000	26,500,000	18,000,000	10,000,000
Rp. 11,000,000	14,000,000	21,000,000	9,000,000
Rp. 8,000,000	9,900,000	7,300,000	23,000,000

Processed data: using 1 month research

During a period of 1 month, business actors or sources stated that income during the period of 1 month experienced fluctuations in income due to low sales, which affected sales income to become uncertain.

Based on interview :

Perpetrator business 1 :

Perpetrator business This own employee There are 2 where move in the field sale basic necessities with average income 200 million , income This No recorded in detail because sailor business No There is do evaluation sales and evaluation income in detail.

Perpetrator business 2 ;

Perpetrator these 2 businesses move shop buildings that have employees there are 3 people, thing This No different Far with perpetrator business , where No do evaluation in good detail sale per month and per day , things This due to absence knowledge and ignorance understanding evaluation What will done and its output What .



Perpetrator business 3

Perpetrator 3 attempts to do evaluation because perpetrator business This have an education that already exists Once learn about accountancy or compilation finance , but in a way consistent Not yet done , the perpetrator business There is shop a building that has 5 employees .

Perpetrator business 4

Perpetrator these 4 businesses Already do evaluation due to perpetrator business is graduate of from which vocational school Once get learning accounting , actors business shop staple food which has 3 employees .

Perpetrator business 5

Perpetrator 5 business already do evaluation in a way Good Because perpetrator business Once get learning accounting at the time attending school and perpetrators business move in the field clothes sales .

CONCLUSIONS AND SUGGESTIONS

Conclusion:

The results of this scientific work are that business actors still lack understanding in conducting income evaluations, so that the increases and decreases in income they experience are not known in detail, because there is no continuous evaluation of sales and income.

Suggestion:

It is hoped that business owners can improve their sales strategies and systems to make it easier for others to access their businesses and provide accurate information to streamline the purchasing process in their businesses.

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