

## THE INFLUENCE OF SALES GROWTH AND TOTAL ASSETS ON COMPANY PROFITS IN PROPERTY COMPANIES

Morina Lavega Meliala<sup>1</sup>, Seftiaghika Sri Winta Pandia<sup>2</sup>, Arie Pratania Putri<sup>3</sup>,  
Prima Indonesia University<sup>1, 2, 3</sup>

### ABSTRAK

*A property company is an entity that plays a role in developing, selling, renting, and managing properties such as housing, apartments, and commercial buildings. The property industry in Indonesia has experienced significant dynamics over the last few years, especially seen in the effects of the COVID-19 outbreak, which has impacted the development and stability of this sector. After experiencing a significant decline in 2020, the property sector recovered in 2021 and experienced positive growth. This recovery was triggered by the development of each individual's purchasing power and economic balance after the critical phase. This study is targeted at analyzing the impact of sales growth and total assets on company profits for property companies verified on the IDX from 2021-2023. This study uses a quantitative method using a multiple linear regression approach. This study uses secondary data obtained from the company's annual financial data verified on the IDX; the total sample for this study is 66 samples. The results of the study show that sales growth does not have a significant impact on company profits, and total assets have a significant impact on company profits. Then it shows whether sales growth and total assets have an impact on company profits together. It is hoped that these findings will provide insight for readers.*

**Keyword:** Sales Growth, Total Assets, Company Profit, Indonesian Stock Exchange

**Korespondensi:** Arie Pratania Putri, S.E., M.Si., Ak., CA. Universitas Prima Indonesia.  
Alamat: Jl. Sampul No.3, Sei Putih Bar., Kec. Medan Petisah, Kota Medan, Sumatera Utara  
20118.. Email: [arieprataniaputri@unprimdn.ac.id](mailto:arieprataniaputri@unprimdn.ac.id)

## INTRODUCTION

Property is a term that refers to the buildings and land owned by each individual. It could be said that this property does not only include finished buildings but also buildings and land. A property company is a company that develops, sells, rents, and manages property. Properties managed by this company can be housing, apartments, commercial buildings, land, or other development projects.

Since 2019, income in the property sector is assumed to increase, especially in the residential area. This development is so fast. Since 2020, his income has shrunk due to the spread of the COVID-19 outbreak. Ali Traghanda, CEO of IPW/Indonesia Property Watch, explained that property income has shrunk by up to 60%. Unsettled financial conditions and limited mobility have since shaped each individual's purchasing power in low-category property.

Since 2021, after passing the pandemic phase and every individual getting used to a new lifestyle (new normal), this business has again increased in popularity. Income in the real estate sector has increased by 2.78% since 2021. Since 2021, the purchasing power of each individual in the property sector has gradually increased. This is an opportunity for developers to come up with a variety of new projects.

Since 2022 will be a year of recovery that will spread to the economic sector. Rapidly recovering economic development has had a positive effect on progress in the property sector. Every individual dares to buy apartments, landed houses, and even plots of land. The balanced economy makes all investors interested in investing in property. Developers are enthusiastic about developing a variety of new projects. The following is a table of research phenomena obtained from several property companies verified on the IDX.

**Table 1. Research Phenomenon**

Issuer Code	Year	Sales Growth	Total Asset	Profits
DUTI	2021	26,26%	Rp 15.308.923.447.779	Rp 730.113.120.884
	2022	38,54%	Rp 15.586.178.093.961	Rp 846.697.244.502
	2023	28,02%	Rp 15.131.488.996.266	Rp 1.285.261.384.857
BSDE	2021	23,85%	Rp 61.469.712.165.656	Rp 1.538.840.956.173
	2022	33,71%	Rp 64.999.403.480.787	Rp 2.656.885.590.302

	2023	12,74%	Rp	66.827.648.486.393	Rp	2.259.456.837.723
	2021	37,97%	Rp	1.760.551.462.449	Rp	49.537.431.683
GPRA	2022	-17,09%	Rp	1.781.355.644.223	Rp	76.356.236.772
	2023	24,07%	Rp	1.954.231.417.996	Rp	96.478.579.108

Source: <https://www.idx.co.id/>

Based on the problems above, the researcher researched with the title "The Influence Of Sales Growth And Total Assets On Company Profits In Property Companies."

## LITERATURE REVIEW

### 1. Sales Growth

This is a change in the amount or value of a company's marketing from each period, usually seen in the company's profit and loss report (Nasir, 2021). Sales growth can be defined as the rate of change in a company's sales each year (Kasmir, 2018:107). Sales growth is the key to business continuity; not only from personal capital and debt, companies obtain funds to survive and develop sales of their products (Dzikriyah, Ardiani Ika Sulistyawati, 2020).

### 2. Total Asset

Assets are obtained through debt and capital and are managed by a company. Assets are capable of producing good cash flow and other financial profits (Hidayat, 2019). Total assets consist of all assets or assets owned by each individual or company, which must be managed optimally in order to obtain future profits (Azhar Rifai et al., 2021). Munawir (2017) stated that a company's total assets include all the resources it owns, especially fixed, current, and intangible assets, but which can be used to operate the business.

### 3. Company Profits

Company profits Darmawan and Muhammad Iqbal Fasa (2020:117) reveal that profits are the result of marketing capital from a business transaction. Profit is the remainder of income that exceeds capital. Profit can be called net earnings, which is the difference in excess of initial capital (Hidayat 2019). Profit can illustrate data on the company's skills in order to develop its performance (Lowe, Nama, & Preda, 2020).

#### **4. Effect of Sales Growth on Company Profits**

Sales have a significant positive impact on company profits. The more sales, the more profits the company makes. So you can increase profits, Rima Silviana (2016). If business marketing development is balanced and increases, profits will be high. Entities whose annual marketing development will increase have a great opportunity to develop their profits. Erlina, Eny Purwaningsih (2023).

#### **5. Effect of Total Assets on Company Profit**

Total assets have a significant positive impact on profits; this is due to the increasing value of assets in a company so that there is a higher opportunity to earn profits, the assumption explained by Rubiyanto et al. (2020). The condition of total assets is assumed to be an aspect that causes net profit to increase. Therefore, if there are many assets with high value in the company, the net profit will also be greater. A company has a great opportunity to produce and make goods if it has a lot of total assets. Kholis Azizul et al. (2021).

#### **6. Effect of Total Assets on Company Profit**

Total assets have a significant positive impact on profits; this is due to the increasing value of assets in a company so that there is a higher opportunity to earn profits, the assumption explained by Rubiyanto et al. (2020). The condition of total assets is assumed to be an aspect that causes net profit to increase. Therefore, if there are many assets with high value in the company, the net profit will also be greater. A company has a great opportunity to produce and make goods if it has a lot of total assets. Kholis Azizul et al. (2021).

## **METHOD**

This study uses a quantitative method. This study uses documentation techniques, namely by collecting various information from company financial data on the IDX website. In this study, the population is 40 property companies verified on the IDX from 2021-2023. Taking samples using the purposive sampling method. The sample was 66. Data were analyzed using multiple linear regression; hypothesis testing included the t test and F test as well as testing the coefficient of determination.

## RESULTS AND DISCUSSION

### 1. Descriptive Statistics

Basically, descriptive statistics is the stage of making assessment information easier to understand and present. The data is summarized and designed in tables and graphs. Researchers usually use this to provide data about the characteristics of the study variables. Calculating median, mean, standard deviation, mode, checking distribution skewness, and other tasks related to descriptive statistics (Wahyuni, Dr. Molli (2020)). There is a descriptive statistical table in the form of:

**Table 2. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Sales Growth	66	-45,20	456,54	17,0753	61,07225
Total Asset	66	752866	66827648486393	5197065735193,09	13531505421943,887
Company Profit	66	8561	2656885590302	246846975568,70	533564713556,590
Valid N (listwise)	66				

Source: SPSS data processing 2024

The table shows that sales growth has a sample (n) of 66, with a maximum value of 456.4%, a minimum of -45.20%, a standard deviation of 61.07%, and mean 17.07%. The total assets variable has a sample (n) of 66 samples, a minimum value of IDR 752,866, a mean value of IDR. 5,197,065,735,193, a maximum Rp. 66,827,648,486,393, and a and a standard deviation Rp. 13,531,505,421,944. The company profit variable has a sample (n) of 66 samples, with a maximum value of IDR. 2,656,885,590,302, minimum Rp. 8,561, standard deviation Rp. 533,564,713,557, and a mean of Rp. 246,846,975,569.

### 2. Classic Assumption Test Results

The target of this test is to ensure that the regression equation found is consistent. This test was operated using SPSS version 26 media. Data that is not normally distributed can be transformed into normal by simplifying it and converting it to a certain conversion scale, according to Ghazali (2016), so researchers carried out the Classic Assumption test using data transformation with Natural Logarithms (LN). This test includes multicollinearity, normality, and heteroscedasticity tests.

### Normality Test

This test determines whether the data comes from a normally distributed population or not. There are test results in the form of:

**Table 3. Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual			
N		66	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	1,04850966	
Most Extreme Differences	Absolute	,137	
	Positive	,121	
	Negative	-,137	
Test Statistic		,137	
Asymp. Sig. (2-tailed)		,004 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	,153 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	,143
		Upper Bound	,162

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 926214481.

Source: SPSS data processing 2024

The table shows that if you find a sign (2-tailed) with a value of  $0.153 > 0.05$ , it is assumed that the data is normally distributed.

### Multicollinearity Test

To check whether there is multicollinearity, it can be observed from the VIF and tolerance table in the form:

**Table 4. Multicollinearity Test**  
**Coefficients<sup>a</sup>**

Unstandardized Coefficients	Standardized Coefficients	Collinearity Statistics
-----------------------------	---------------------------	-------------------------

Model		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	-5,274	1,307			
	LN_ Sales Growth	,262	,176	,037	,988	1,012
	LN_Total_Asset	1,010	,026	,984	,988	1,012

a. Dependent Variable: LN\_ Company \_Profit

Source: SPSS data processing 2024

The table shows that if X1 & X2 above 0.10 but if the VIF is below 10, it can be concluded that there is no regression between the independent variables.

### Heteroscedasticity Test

This test is operated on the Glejser test, which obtains results in the form of:

**Table 5. Heteroscedasticity Test  
Coefficients<sup>a</sup>**

Unstandardized Coefficients			Standardized Coefficients	
Model	B	Std. Error	Beta	Sig.
1	(Constant)	-,480	,952	,616
	LN_ Sales Growth	,120	,128	,355
	LN_Total_Asset	,018	,019	,331

a. Dependent Variable: ABS\_RES

Source: SPSS data processing 2024

The table shows that if signX1 and X2 are above 0.05, it is assumed to be free from heteroscedasticity.

### 3. Research Analysis Method

This analysis is a targeted action plan to obtain facts for an assessment. begins by forming an assessment hypothesis. The study can be managed and analyzed to reach a conclusion.

### Multiple Linear Regression Analysis

This analysis is used to determine whether each independent variable is negatively or positively related. The results of the analysis can be seen in the table in the form:

**Table 6. Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-5,274		-4,036	,000
	LN_ Sales Growth	,262	,037	1,484	,143
	LN_Total_Asset	1,010	,984	39,227	,000

a. Dependent Variable: LN\_ Company\_Profit  
Source: SPSS data processing 2024

From this table, an equation can be formed in the form:

$$\text{Company profit} = -5.274 + 0.262 \text{ sales growth} + 1.010 \text{ total assets}$$

### Determinant Coefficient Test (R2 Test)

There are gains from this test in the form of:

**Table 7. Multiple Linear Regression Analysis**

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,980 <sup>a</sup>	,961	,960	1,06502

Source: SPSS data processing 2024

The table displays the adjusted R square value of 0.960, which is close to 1, and displays 96% of the independent variables sharing the data needed to describe the dependent variable.

### T-Test

There are test results, in the form of:

**Table 8. t-Test Result Coefficients<sup>a</sup>**

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1	(Constant)	-5,274		-4,036	,000
	LN_ Sales_Growth	,262	,037	1,484	,143
	LN_Total_Asset	1,010	,984	39,227	,000

a. Dependent Variable: LN\_ Company\_Profit  
Source: SPSS data processing 2024

From table 3.9, it is shown that  $df1 = k = 2$ ,  $df2 = n-k-1 = 66-2-1 = 63$ , where  $n$  is the total sample and  $k$  is the total independent variables.  $t_{table}$  has a confidence level of 0.05 of 1.669.

1. The partial test of  $X_1$  has a sign value of  $0.143 > 0.05$ , and  $t_{count} = 1.484 < t_{table} = 1.669$ . It is assumed that  $H_0$  is accepted and  $H_a$  is rejected, meaning that  $X_1$  has an impact on  $Y$ .
2. The partial  $X_2$  test has a significance value of  $0.000 < 0.05$ , and with  $t_{hitung} = 39.227 > t_{tabel} = 1.669$ , it is assumed that  $H_0$  is rejected and  $H_a$  is accepted, meaning that  $X_1$  has an impact on  $Y$ .

### F-Test

There are test results in the form of:

**Table 9. F-Test Result ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1754,327	2	877,164	773,326	,000 <sup>b</sup>
	Residual	71,459	63	1,134		
	Total	1825,786	65			

Dependent Variable: LN\_ Company\_Profit

Predictors: (Constant), LN\_Total\_Asset, LN\_Sales\_Growth

Source: SPSS data processing 2024

The table displays  $df1 = k = 2$ ,  $df2 = n-k-1 = 66-2-1 = 63$ . The sign value is  $0.000 < 0.05$ , and  $F_{count} = 773.326 > F_{table} = 3.14$  assuming that  $H_0$  is rejected and  $H_a$  is accepted, the conclusion is formed if the independent variable impacts the dependent variable simultaneously.

## DISCUSSION

### 1. Effect of Sales Growth on Company Profits

Obtaining a partial sales growth test has no impact on company profits for property companies verified on the IDX from 2021-2023. The results of this study are not in line with the study carried out by Erlina and Eny Purwaningsih (2023), showing

that the entity has the opportunity to gain profitability. This study is in line with the study carried out by Afiezan et al. (2020), showing that marketing development is not a main aspect to impact company profits. This is because various aspects of high marketing will require a lot of costs for production costs, advertising, and raw materials.

## **2. Effect of Total Assets on Company Profit**

Obtaining the Total Assets test has a partial impact on company profits in property companies verified on the IDX from 2021-2023. In line with the study carried out by Kholis Azizul et al. (2021), it is clear that total assets have a significant positive impact on profits. So if there are high assets in a company, it is assumed that the profits are also high. Companies can have the opportunity to carry out production activities if they have large total assets. However, it is not in line with the study carried out by Kistiyaputri Alifia (2022), which explains that total assets do not have a significant impact on profits. This is because empirically, the total assets that a company has do not determine whether it can get a profit, but all of its assets are allocated for renting buildings, equipment, and supplies that cover the needs of the company.

## **CONCLUSION**

According to the findings of this study regarding the influence of sales growth and total assets on profits of property companies listed on the Indonesia Stock Exchange in 2021-2023, the conclusions are sales growth has no impact on profits of property companies listed on the Indonesia Stock Exchange in 2021-2023. Total assets have an impact on the profits of property companies listed on the Indonesia Stock Exchange in 2021-2023. Sales growth and total assets have a simultaneous impact on profits of property companies listed on the Indonesia Stock Exchange in 2021-2023.

## **REFERENCES**

Afiezan, H. A., dkk. (2020). Pengaruh Pertumbuhan Penjualan, Ukuran Perusahaan, Leverage (DER) terhadap Profitabilitas Perusahaan Manufaktur Sektor Dagang Besar yang Terdaftar pada Bursa Efek Indonesia (BEI) periode 2015-2018.

- Jurnal*, 14(2): 209-220.
- Bursa Efek Indonesia. *Laporan Keuangan Tahun 2021, 2022 dan 2023*. Diakses pada 14 April 2024, dari <https://www.idx.co.id/>.
- Erlina, Eny Purwaningsih. (2023). Pengaruh Modal Kerja Bersih, Pertumbuhan Penjualan dan Tingkat Utang terhadap Profitabilitas, *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 7(3): 16-33.
- Fajriah, Alifatul Laili, dkk. (2022). Pengaruh Pertumbuhan Penjualan, Pertumbuhan Perusahaan, dan Ukuran Perusahaan terhadap Nilai Perusahaan. *Jurnal Ilmiah Manajemen dan Bisnis*, 7(1): 4.
- Hutabarat, Eltrina Debora. (2020). Pengaruh Total Aset, Utang Jangka Pendek, dan Utang Jangka Panjang terhadap Laba Usaha pada Industri Rokok di Bursa Efek Indonesia Periode 2013-2018, *Science of Management and Students Research Journal*, 2(2): 66-73.
- Kholis, Azizul, dkk. (2021). Human Capital, Total Aset, Liabilities dan Pengaruhnya terhadap Laba Perusahaan, *Financial: Jurnal Akuntansi*, 7(2): 238-245.
- Kristiyaputri, Alifia. (2022). Pengaruh Dana Pihak Ketiga dan Total Aset Terhadap Laba Bank Syariah di Indonesia. *Jurnal Ekonomika dan Bisnis Islam*, 5(3): 49.
- Mukminin, YZA. (2018). *T tabel untuk Alpha 5%*. Diakses pada 27 Juli 2024, dari <https://dspace.uui.ac.id/bitstream/handle/123456789/7979/07.9%20L8%20Tabel%20T%20untuk%20alpha%205%25.pdf?sequence=20&isAllowed=y>.
- Nuryadi, dkk. (2017). *Dasar-Dasar Statistik Penelitian*, cetakan pertama. Yogyakarta: Sibuku Media.
- Rifai, Azhar, dkk (2021). Pengaruh Total Aset dan Pembiayaan serta Dana Pihak Ketiga Perbankan Syariah terhadap Pertumbuhan Ekonomi di Provinsi Kalimantan Timur, *Jurnal Ilmu Ekonomi Mulawarman*, 6(2): 11-20.
- Sahir, Syafrida Hafni. (2022). *Metodologi Penelitian*, cetakan pertama. Bantul: Penerbit KBM Indonesia.
- Silviana, Rima & Nur F. Asyik. (2016). Pengaruh Pertumbuhan Penjualan, Profitabilitas, dan Kebijakan Dividen Terhadap Perubahan Laba. *Jurnal Ilmu dan Riset Akuntansi*, 5(2):5.
- Wahyuni, Molli. (2020). *Statistik Deskriptif untuk Penelitian Olah Data Manual dan SPSS Versi 25*, Sleman: Bintang Pustaka Madani.
- Yulius, Yongki. (2024). *Simak Pertumbuhan Sektor Properti 5 Tahun Terakhir*. Diakses pada 13 April 2024, dari <https://www.rumah123.com/panduan-properti/pertumbuhan-sektor-properti-5-tahun-terakhir/>.
- Zulkarnain, Muhammad. (2020). Pengaruh Total Aktiva dan Pendapatan terhadap Laba Bersih (Studi Perusahaan Perbankan LQ 45 BEI), *Journal of Applied Business Administration*, 1-8.