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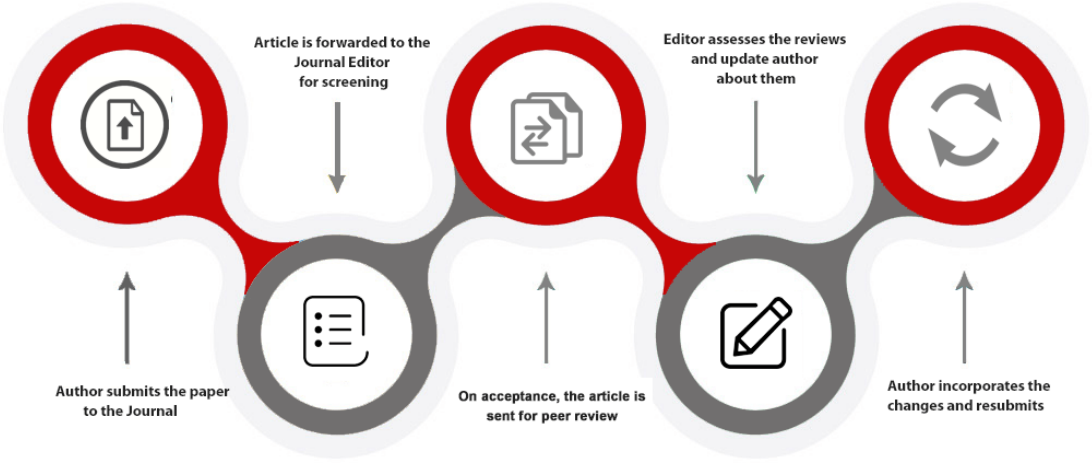
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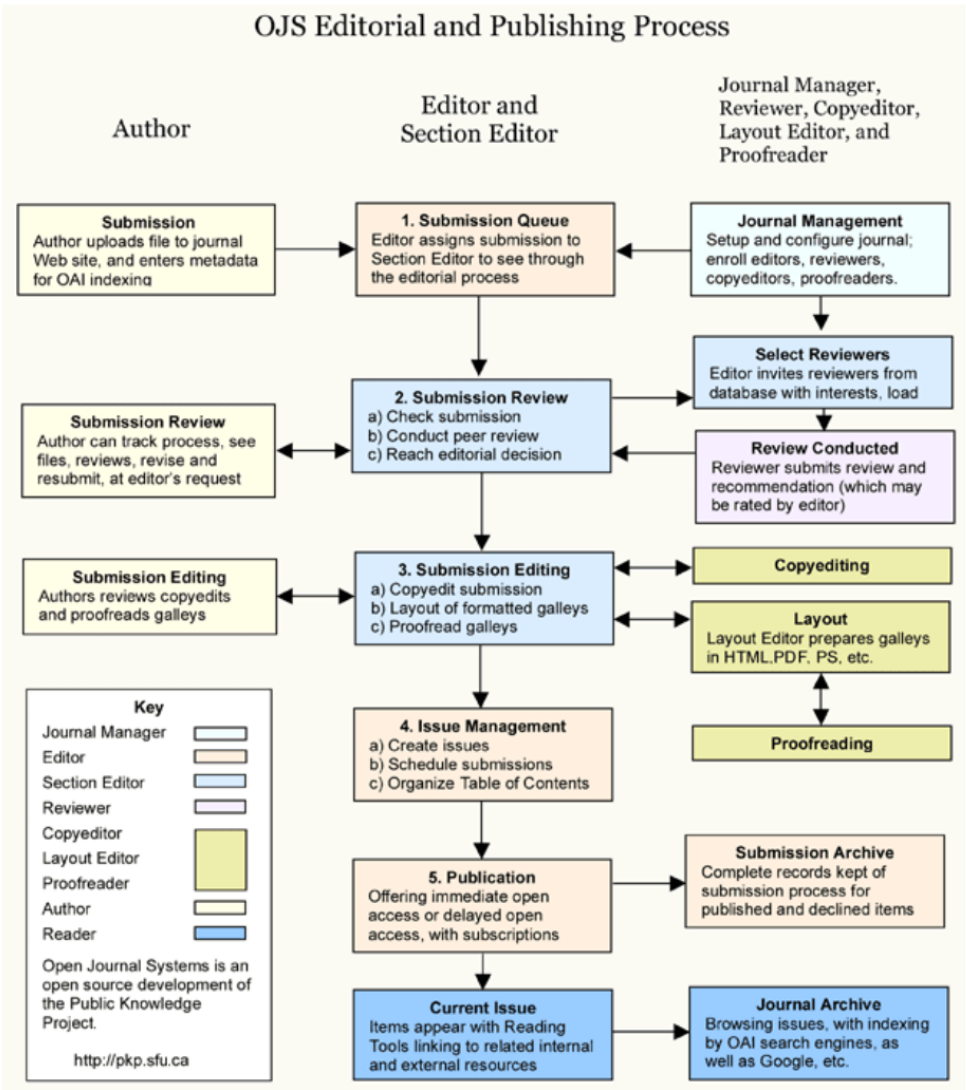
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The Role of Customer Trust, Customer Perception, Customer Online Behavior, and E-Service Quality Towards Customer Preference on E-Market Place (A Case Study in Surabaya, East Java, Indonesia)

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Abstract

This study is aimed to analyze The Role of Customer Trust, Customer Perception, Customer Online Behavior, and E-Service Quality towards Customer Preference on E-Market Place in Surabaya City. This is an explanatory research using questionnaires. Population in this study is customers in Surabaya city who make purchases through e-commerce Platforms (Shopee, Tokopedia, Lazada). Samples of 100 customers are chosen by purposive sampling method. The Method analysis used in this study is multiple regression analysis with SPSS 21 software which was employed as a data management strategy. Research findings revealed that Customer Trust, Perception, Online Behavior and E-Service Quality each of them have a partial positive significant effect on Customer Preference. Customer Trust, Customer Perception, Customer Behavior, E-Service Quality, simultaneously have a positive significant effect on Customer Preference.

Keywords:
Customer Trust, Customer Perception, Customer Online Behavior, E-Service Quality and e-commerce.

1. Introduction

Indonesia's population is quite youthful (42 percent aged between 25-54 years and 16 percent between 15-25 years.) When you add in Indonesia's relatively high internet penetration (about 40%) and high smartphone usage (ranked fourth in the world after China, India, and the United States), it's no surprise that the country is ripe for e-Commerce (Febriani, 2020).

The e-commerce business in Indonesia is increasingly promising. In the midst of the pandemic, this digital-based trading business is even projected to grow 33.2 percent from 2020 which reached Rp253 trillion to IDR337 trillion this year (indonesia.go.id. (n.d.), 2022). Indonesian ecommerce has grown so much in the last few years and that the pandemic accelerated online activities and businesses' shift to digital operations. E-commerce and MSMEs are one entity, when discussing about digital transformation. There are twice as many online MSMEs and twice as many online purchasers as there are online-related service jobs (Bede Moore, 2019).The surge in disposable money among Indonesia's middle class is already benefiting e-commerce. In Indonesia, private consumption of goods and services by households accounted for a bigger share of GDP than in China or India (Bede Moore, 2019). Lazada, Shopee, and Tokopedia, the three major Southeast Asian e-commerce platforms, all have a strong presence in Indonesia's digital economy. These three companies have expanded nearly seven times in size since 2015 (Bryan, 2020). Each website is similarly user-friendly and offers a diverse selection of items. Compared to Tokopedia, which specializes on technology and gadgets, Shopee appears to be the greatest choice for moms. Lazada is a high-quality Southeast Asian online shopping platform. While the COVID-19 epidemic has impacted practically all economic sectors in the nation, it has had a beneficial influence on the e-commerce industry, which is predicted to rise by 50% year over year, this year to an estimated value of $35 billion (HQTS, 2020).

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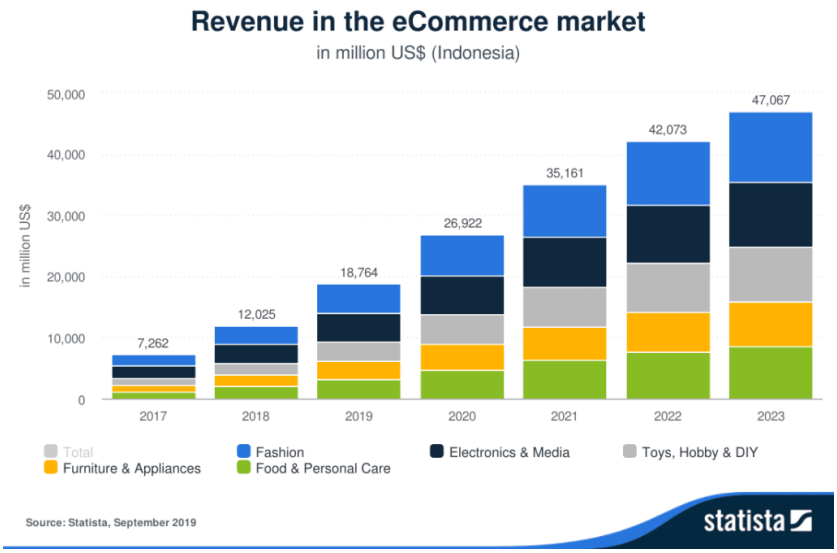


Figure 1: Revenue in the E-commerce market .Source: (Tan, 2019)

As shown in the diagram above, the expected revenue for the top five sectors in the Indonesian E-Commerce industry displayed the patterns behind what people want to buy online.

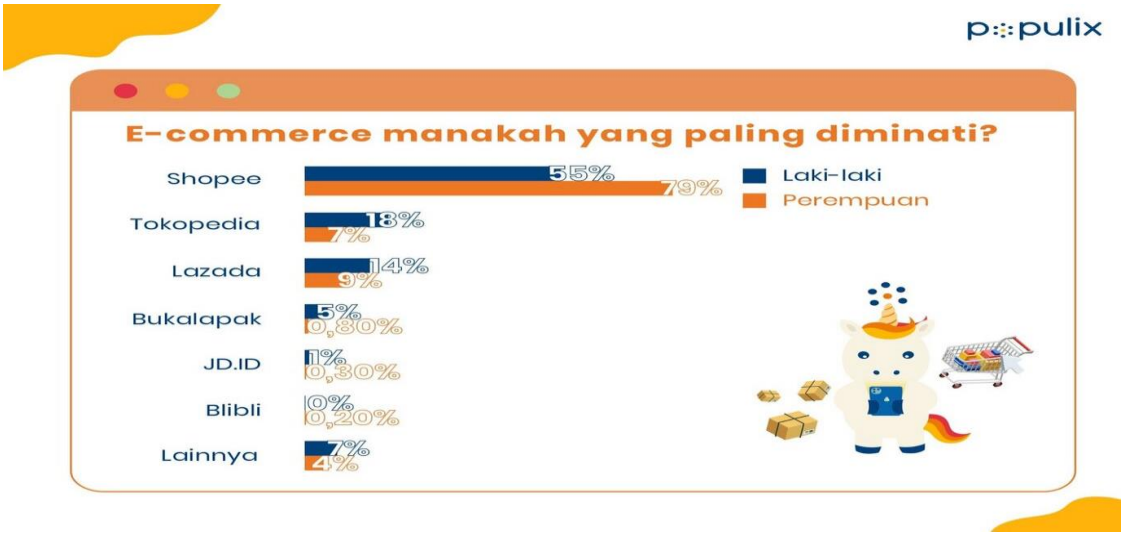


Figure 2: Which E-Commerce Is The Most Popular Source: (Populix, 2021)

As shown in the Graph above, it is clear that 79% of female use Shopee. As it mentioned before “Shopee appears to be the greatest choice for moms, and for Tokopedia 18% of users are males. For Lazada as well, 14% of users are males.

Looking at the data above in relation to customer preference, obviously customer preference has some perks on its dimension towards people. Some of them are trust, perception, behavior and E-service quality. Trust in E-commerce is based on a number of elements, and a single blunder might have major reputational consequences. Consumers evaluate a plethora of things while purchasing online, all of which businesses must consider providing a smooth experience. These factors include product quality, fulfillment alternatives, customer service, loyalty benefits, and more (Mathias, 2020). Trust is not something that can be formed overnight; it must be established early on, nurtured, and continually shown. When customers want to purchase or conduct other online transactions, they want to know that the monies they send will not vanish, and that the things they get will match what was promised and detailed on the e-commerce page (Anas Hidayat, 2021).

Customer perception is critical to a business's ability to attract new customers and keep existing ones. The good news is that businesses can influence many of the aspects that influence how people perceive their company or brand (Murugan, 2019). Information and market signals influence customer perception. A positive customer perception indicates that the company's product is worthwhile: If a business's product or service isn't

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worth the money a customer pays for it, the consumer's capacity to keep buying becomes tough. Customers' trade-offs are determined by their perceptions of value (Dasmansyah Adyas, 2020).

Consumer behavior is significantly influenced by e-commerce. The number of shopping possibilities has risen, and shoppers now have more convenient options. Many people choose to acquire products and services online due to a lack of time. Working folks and professionals don't have time to go to the market; therefore they get their services delivered to their homes or offices. E-commerce innovation has influenced not just the market environment by facilitating the interchange of products and services, but also human behavior in reaction to online service systems (Murugan, 2019).

A customer preference is closely related to the E-service quality that is provided to the customer, which may be based on price, time or quality. Which means in order for an ecommerce player to win the customer trust and be the main preference of the customer, is to give the customer what they want, the way they want it. E-commerce platforms offer the benefit of giving consumers with a number of payment ways, incentives and discounts, decreased shipping rates, and flexible delivery timings, in addition to having a wider reach than traditional enterprises. When it comes to customer service, product enquiries, and technical difficulties, having local employees available and present is a huge plus (Anwar, 2020).

There have been various researches conversing about the elements above in regards to customer preference; however most of them are working only on one specific e-commerce platform. Based on the afore mentioned reason, the researcher is interested to explore how the elements above will affect customer preference in multi ecommerce platforms. The variables selected such as e-service quality, trust, customer perception and customer behavior are deemed crucial influencing customer preference when it comes to various e-commerce platform.

1.1. Literature Review

1. Customer Trust: Trust is the willingness to be sensitive to the acts of those you trust, which is founded on feelings of trust and responsibility (Ruanguttamanun, C. & Peemanee, 2022). Ability, benevolence, and integrity are three elements that influence one's trust in others.
2. Customer Perception: Consumer perception is the process through which a person selects, organizes, and evaluates information inputs in order to create a meaningful image of the world. As a result, perception may be described as the process by which a person classifies a product or service by distinguishing between two or more items (Muhammad Asril Arilaha, 2021). Price, Promotion, Facility and developer image are the indictors of customer perception.
3. Customer Online Behavior: Consumer behavior describes the acts of people who are directly involved in the purchase and consumption of goods and services, as well as the decision-making process that goes into the planning and execution of these activities (Rita, 2019). Customer behavior is influenced by a number of elements, which are:

a. Needs Recognition

The distinction between the consumer's identification of necessities and desires is identified at this level. It happens when a customer notices a big discrepancy between his or her existing situation and a desired or ideal situation.

b. Information Search

The process of a customer examining his or her environment in order to obtain appropriate facts to make a reasonable decision is known as information search. In practice, information search activity increases when the purchase is significant, indicating a need to learn more about the purchase and investigate other information sources. A customer can obtain information from the four major categories of information sources. Personal, commercial, public, and experience sources are separated among these information sources. However, each information source has an impact on the purchasing decision and differs depending on the product category and the consumer's attributes. The commercial source is dominated by marketers, and it is here that a customer may get the most information about a product. Advertisements, websites, salespeople, dealers, packaging, and displays are all sources. (Febriani, 2020)

Personal, public, and experienced sources, which tend to be independent authority, are the most successful. Family, friends, neighbors, and acquaintances are examples of personal sources. Mass media, social media, and consumer rating organizations are examples of public information sources. Handling, studying, and utilizing the thing itself are examples of experiential sources for finding knowledge. In fact, employing this source of information emphasizes the consuming experience and what a customer might get out of using a certain product. As a result, it would be dependent on an individual's personal assessment of the product based on previous use. Furthermore, the public source, which includes the mass media, is increasingly valuable information for selling a specific range of products with consumption advantages to the environment and the globe as a whole. As a result of public sources, consumers become aware of certain product groupings and

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brands, and are more likely to engage in sustainable consumption by purchasing items from a sustainable brand (Fatema, 2021).

c. Alternative Evaluation

Identifying options is the first step in evaluating them. A consumer who is fixing a long-term problem may carefully investigate numerous brands, but someone who is making a routine selection may not consider alternatives to their usual brand. The consumer analyzes a product by carefully categorizing all of the possibilities based on his or her knowledge and ideas about the brand, and then choosing one of the options. The integration of information from sources, knowledge available at the moment of purchase, and perceptions about companies formed via advertising can all impact the decision (Febriani, 2020). Environmental concerns and buying behavior of analyzing product alternatives are based on environmental costs, risks, and advantages at this stage of a consumer's decision-making process, which will lead to a future review of choices in deciding what to buy. Consider if a customer is obtaining the more sustainable choice from the product alternatives while also considering future behavior in using and disposing of the goods as one technique to assessing more sustainable consumption habits of a consumer (Bawono, 2019).

d. Purchase Decision

During the assessment step, the customer develops preferences among the brands in the option set and then develops an intention to purchase the most favored brand. The consumer must still make five sub-decisions throughout the purchase decision process: brand, dealer, quantity, time, and payment method. In certain circumstances, consumers may not formally examine each purchasing choice, while in others; intervening variables may influence the ultimate decision. The first interfering element is a matter of other people's attitudes (Aryani, 2021). Because individuals tend to rely on others' opinions and attitudes, an individual's buying decision may influence what others think about the purchase. Unexpected situational elements make up the second intervening component. Because of a perceived risk, these considerations may influence the choice to postpone, modify, or avoid making a purchase. Furthermore, in order to improve a customer's long-term consumption performance, a consumer may reevaluate their purchasing habits. It might be compared to other product qualities such as price, performance, and design at the stage of a buying choice by purchasing the product with an emphasis on environmental impact (Rita, 2019).

e. Post Purchase Behavior

After discovering unsettling product qualities or hearing positive feedback about competing products, consumers may be hesitant to make a purchase. Consumers should receive support and beliefs from marketing materials that reinforce and sustain favorable sentiments about a purchase. Satisfaction is determined by the degree to which expectations and product performance are aligned. Consumer sentiments after a purchase have a significant impact on a company's brand since it determines whether the customer will buy the product again in the future and if they will speak favorably or adversely about the product features to others. Similarly, the complete consumption process approach must be taken into account at this point. After a client makes a purchase, the usage and post-use phases are critical for a long-term influence and consumer performance (Si, 2021). In terms of the overburdened landfill, this period is critical for the environment. As a result, customers may keep, reuse, and dispose of products in a more sustainable manner by selling or recycling them, potentially resulting in beneficial improvements to the environment and manufacturing processes (Fatema, 2021). On the basis of their performance in sustainability, it can be stated that consumer purchasing behavior will influence the success or failure of new products and services being sold. Due to the involvement of consumers in defining sustainability impacts during the use and disposal phases of the consumption process, their total behavior will have a significant impact on the sustainability performance of all goods and services.

4. E-Service Quality: Service quality is determined by the customer's true experience with the product/service, as assessed by customer requests (Muhammad Asril Arilaha, 2021). E-Service quality has seven indictors which will be described as follows:
   a. Efficiency: The ease with which people may locate information on the website. Customers who shop online don't need to engage with other people; instead, they need to discover information on the product or service they're looking for. Customers will abandon the search if they are often perplexed.
   b. System: refers to a website's capacity to effectively communicate its products or services, as well as its ability to repair issues that arise throughout the transaction process or to improve the site's technological operation.
   c. Availability: Provide what customers require.
   d. Privacy: It explained how a website can be demonstrated to be trustworthy when it comes to storing personal data for its users. Customers may gain trust and confidence by using online services that are well-designed and run.
   e. Responsiveness: The responsiveness of a website may be used to assess this.

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f. Compensation: If the goods or services given to consumers are not adequate, an e-commerce firm must pay reimbursement, compensation, and/or replacement to consumers.
g. Contact: Concerned with how a web may give service characteristics that allow users (users) to engage with one another (William Ciputra & Wibawa Prasetya, 2020).
h. Customer Preference: Preference may be described as the strongest and most natural sensation associated with specific behaviors and experiences (Taswiyah, 2021), Consumer preferences reflect how people feel about different items or services. As a result, a person's service preference is an experience of their likes and dislikes for services (Parengkuan, 2021). Customers' preferences are influenced by six factors:
    1) Practicality : Consumers can utilize a service with ease if it is practical.
    2) Rates : Tariff is the cost or price that customers must pay to use a service.
    3) Speed :The provision of meeting the time in order to get at the destination swiftly and/or precisely is known as speed.
    4) Security : Consumers' perception of security when receiving services is one component of security.
    5) Trust : Consumer confidence in a company's traits, such as its skill, ethics, and attitude while dealing with customers, is referred to as trust.
    6) Convenience : Convenience is a state of mind that makes passengers and customers feel secure and inclined to use service facilities (Mary Grace T. Delelis, 2019).

Hypothesis
H1: Trust has a positive effect on customer preference
H2 = There is a significant and positive effect between perceptions and preferences
H3 = There is a significant and positive effect between Customer Behavior and Customer preference
H4 = There is a significant and positive effect between E-Service Quality and Customer preferences
H5: Customer Trust, Customer Perception, Customer Behavior, E-Service Quality, simultaneously have a positive significant effect on Customer Preference.

2. Methodology

2.1. Research Approach

This study takes a quantitative approach and uses SPSS to analyze the data. According to (Ruanguttamanun, C. & Peemanee, 2022) the systematic analysis of phenomena using numerical data and statistical, mathematical, or computational approaches is known as quantitative research. The positivism paradigm, which advocates for approaches based on statistical breakdown and includes strategies such as inferential statistics, hypothesis testing, mathematical exposition, experimental and quasi-experimental design randomization, blinding, structured protocols, and questionnaires with a limited number of predetermined responses, is the foundation of quantitative research. Variables and hypotheses are inextricably linked to quantitative research goals; variables are concepts with a wide range of possible values, whilst hypotheses are unverified claims or propositions concerning the relationship between variables. The most popular quantitative research techniques are survey, case study, and experimental research. A population is the term used in research to describe such a group. Before beginning research, the researcher must choose and define the target population. A well-defined population makes selecting a sample big enough to reflect the complete population easy for the researcher. The sample is the most significant aspect in establishing a study's success and the reliability of its conclusions.

2.2. Population and Sample

The population of this study, namely E-commerce platform users aged 17 to 45 who had previously purchased items from E-commerce, was big, infinite, and unknown, the Cohran formula was used to calculate the number of samples in this study. This research uses the Cohran approach (Si, 2021). There were a total of 100 persons tallied. As a result, the study employed a minimum sample size of 100 respondents. Respondents based on gender, with category female being dominated in this study by as much as 66 percent, respondents based on age 17-45 years, with a percentage of approximately 88.5 percent, respondents based on age 17-45 years, with a percentage of approximately 88.5 percent, respondents based on age 17-45 years, with a percentage of approximately 88.5 percent, respondents based on age 17-45 years, with a percentage of approximately 88.5 percent, respondents based on age 17-45.

2.3. Data Collection Method

The data for this study was collected via a questionnaire (Question list), books, and journals. A questionnaire is a data gathering technique in which the respondent is given a set of written questions to answer. Questionnaires can be in the form of closed or open questions/statements, and they can be provided to

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respondents personally or transmitted by email or the post. As a measuring scale, this instrument employs the Likert scale in assessment.

3. Result and Discussion

3.1. Result

1. Respondent Identity

In relation to the description of the respondent's profile in this study, first the data regarding the identity of the respondent will be presented which can be seen in the following table:

Table 1. Respondent's Identity by Gender

No.	Gender	Frequency	Percentage
1.	Male	38	38%
2.	Female	62	62%
	Total	100	100%

Based on table above, which is a description of the identity of the respondents, in terms of gender, it turns out that most of the respondents are female, namely 62 people or 62%, while the rest are male, namely 38 people or 38%.

Table 2. Respondent Identity by Age

No.	Age	Frequency	Percentage
1.	17-20 years	16	16%
2.	21-24 years	21	21%
3.	25-28 years	14	14%
4.	29-32 years	14	14%
5.	>32 years	35	35%
	Total	100	100%

Based on table above, which is a description of the respondent's identity, in terms of the age of the respondents, it turns out that more respondents are over the age of 32 years, namely 35 people or 35%. 25-32 years of 28 people or 28% and the rest are respondents aged 17-20 years, which are 16 people or 16%.

3.2. Discussion

1. The Influence of Customer Trust on Customer Preference

The results of this study indicate that the value of tcount on the customer trust variable is 2.758 with a significant level of less than 5% (sig = 0.007) which means that the customer trust variable partially has a significant effect on customer preference. So that the hypothesis that says "Trust has a positive effect on customer preference" is proven true.

2. The Influence of Customer Perception on Customer Preference

The results of this study indicate that the value of tcount on the customer perception variable is 2.803 with a significant level of less than 5% (sig = 0.006) which means that the customer perception variable partially has a significant effect on customer preference. So that the hypothesis that says "There is a significant and positive effect between perceptions and preferences" is proven true**.**

3. The Influence of Customer Online Behavior on Customer Preference

The results of this study indicate that the value of tcount on the customer online behavior variable is 2.105 with a significant level of less than 5% (sig = 0.038), which means that the customer online behavior variable partially has a significant effect on customer preference. So the hypothesis that says "There is a significant and positive effect between Customer Behavior and Customer preference" is proven true.

4. Effect of E-Service Quality on Customer Preference

The results of this study indicate that the value of tcount on the e-service quality variable is 8.933 with a significant level of less than 5% (sig = 0.000) which means that the e-service quality variable partially has a significant effect on customer preference. So that the hypothesis that says "There is a significant and positive effect between E-Service Quality and Customer preferences" is proven true.

5. The Influence of Customer Trust, Customer Perfection, Customer Online Behavior and E-Service Quality on Customer Preference

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The results of this study indicate that the resulting Fcount is 114.160 with a significant level below 5% (sig = 0.000) which means customer trust (X1), customer perception (X2), customer online behavior (X3) and E-service quality (X4) has a simultaneous effect on customer preference (Y).So the hypothesis that says "Customer Trust, Customer Perception, Customer Behavior, E-Service Quality, simultaneously have a positive significant effect on Customer Preference" is proven true.

4. Conclusion

Based on the results of Multiple Linear Regression analysis, the following conclusions are obtained:

H1: "Trust has a positive effect on customer preference" is proven to be true by looking at the results of the t test with the statement that the significant level obtained is less than 5% (sig = 0.007) which means that the customer trust variable partially has a significant effect on customer preference.

H2: "There is a significant and positive effect between perceptions and preferences" which is proven true by looking at the results of the t test with the statement that the significant level obtained is less than 5% (sig = 0.006) which means that the variable customer perception partially has a significant effect on customer preferences.

H3: "There is a significant and positive effect between Customer Behavior and Customer preference" which is proven to be true, namely by looking at the results of the t test with the statement that the significant level obtained is less than 5% (sig = 0.038), which means that the variable customer online behavior partially has a significant effect on customer preferences.

H4: "There is a significant and positive effect between E-Service Quality and Customer preferences" which is proven true by looking at the results of the t-test with the statement that the significant level obtained is less than 5% (sig = 0.000) which means the e-service quality variable is partially significant effect on customer preference.

H5: "Customer Trust, Customer Perception, Customer Behavior, E-Service Quality, simultaneously have a positive significant effect on Customer Preference" is proven true by looking at the results of the F test with the statement that the significant level obtained is less than 5% (sig = 0.000) which means that the variables of customer trust, customer perception, customer behavior, e-service quality simultaneously have a significant effect on customer preference.

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Influence of Product Quality, Price Perception and Advertisement Attraction to Buying Interest in Marketplace Shopee Consumers (Case Study on Students of Narotama University Surabaya Faculty of Economics and Business for the 2018 Faculty of Economics)

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Abstract

The increasing development of technology makes people use technology to meet their daily needs. With the renewal of people's shopping lifestyles, which currently tend to go through the marketplace. One of them is the Shopee marketplace, which is currently the number one platform that is widely downloaded on the Playstore and Appstore.The purpose of this research is to prove how big the significant influence of product quality (X1), price perception (X2) and advertising attractiveness (X3) variables on consumer buying interest (Y) at the Shopee marketpalce. This study uses quantitative methods using the analytical technique used is multiple linear regression. To explain the description of research related to the hypothesis by using data analysis to test the significance of the classical assumption test and test the hypothesis data collection through questionnaires. The results of the analysis of the data obtained from the t test are that the variable x1 has a coefficient value of 0.254 and a sig value of 0.024, variable x2 has a coefficient value of 0.342 and a heck value of 0.005 and a variable x3 has a coefficient value of 0.361 and a sig value of 0.002. Because the sig value has a value < of sig tolerance (0.05), the product quality, price perception and advertising attractiveness variables have a positive and significant effect on buying interest. From the results of the data obtained by the F test, it shows that all variables X have a simultaneous effect on variable Y with a value of Fcount (23.617) > Ftable (3.19) with a significance level of 0.000 < 0.05.

Keywords:
Advertising Attractiveness and Buying Interest, Price Perception, Product Quality

1. Introduction

The increasing development of technology makes people use technology to meet their daily needs. Technology is growing rapidly and becoming one of the easy access to be used by the public resulting in the flow of consumer changes in fulfilling lifestyles, namely from conventional ones to e-commerce sites. the flow of change is increasing rapidly with the number of e-commerce stalls that provide shopping information that is more accessible and easier to transact without coming to the location of the seller of the goods or services.

The results of the 2021 e-commerce survey showed that 1,774,589. e-commerce business (75.15%) of the total e-commerce business in indonesia (2,361,423 businesses) business distribution centered on the island of Java. Coinciding with the location close to the center of the Indonesian economy and the availability of business support facilities such as smooth and adequate internet access. One of them is the Shopeee marketplace which is experiencing very rapid development with progress at the end of 2021 the Shopee application has been downloaded by 100 million users. Shopee is included in the C2C (Customer to customer) business.

1.1 Literature Review

1.1.1. Buying Interest

Consumer buying interest is a consumer behavior in which a person has a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. According To Kotler & Keler (2016).

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1.1.2. Product Quality

In determining the level of satisfaction, a customer often looks at the excess value of a product or service performance received from a product or service purchase process. According to Kotler & Amstrong (2014) product quality is "the characteristics of a product or service that bears on its ability to satisfy stated or implied customer needs".

1.1.3. Price Perception

According to Kotler & Keler (2016) defining price as the amount of money billed for a product or service, more broadly price is the sum of the values that consumers exchange for the benefits of owning or using the product or service.

1.1.4. Advertising Appeal

According to Kotler & Amstrong (2014) advertising is all paid forms of non personal presentation and promotion of ideas, goods, or services, with specific sponsorship. Advertising can be concluded is a series of messages either with any media whose content is specifically made for the purpose of advertising the company.

1.1.5. Hypothesis

This study presents a hypothetical model researchers to facilitate understanding of the problems being studied. This model estimate is presented in the form of a scheme or picture that shows the relationship of each variable is as follows:

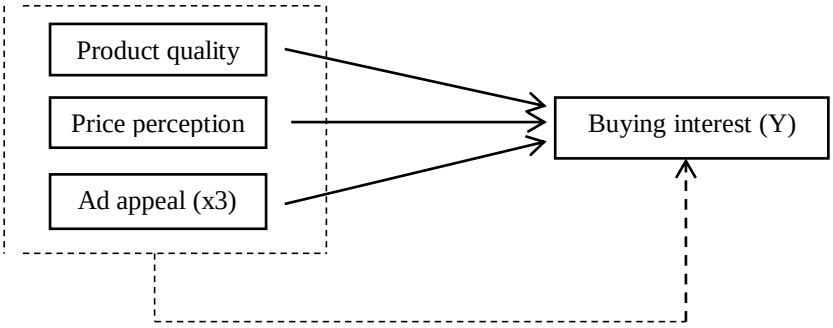


Figure 1. Hypothesis

The hypothesis (temporary answer) in this study is as follows:

H1: It is suspected that product quality has a significant effect on consumer buying interest.

H2: It is suspected that price perception has a significant effect on consumer buying interest.

H3: It is suspected that the attractiveness of advertising has a significant effect on consumer buying interest.

H4: It is suspected that product quality, price perception and advertising attractiveness simultaneously have a significant effect on Consumer Purchase Decisions.

2. Research Methods

2.1. Types of Research and Data Collection Techniques

According to Sugiyono (2014) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical. with a view to the established hypothesis. The data collection technique used by the author is a questionnaire or questionnaire. That is, by giving written questions to respondents to answer.

2.2. Population and Sample

According to Sugiyono (2014) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. for the 2018 class of Economics and Business students, totaling 104 students.

According to Sugiyono (2014) the sample is a part of the whole and the characteristics possessed by a population. If the population is large, it is certainly not possible for researchers to study the whole. For this type of sampling, this study uses purposive sampling, which is a sampling technique by setting criteria for the sample to be studied. This study sets the criteria for determining the sample, namely, 1. Have internet access either

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using a PC/mobile phone to access the Shopee site/application, 2. Have shopped at Shopee e-commerce at least once a month.

2.3. Measurement Scale

In this study, researchers used questionnaires to collect data. According to Sugiyono (2014) the questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondents to be answered. The questions posed in the questionnaire/questionnaire in this study used closed questions, and used a Likert scale with an interval scale of 1-5. , the interval scale is explained as follows: Score 1 = Strongly Disagree (STS), Score 2 = Disagree (TS), Score 3 = Moderately Agree (CS), Score 4 = Agree (S), Score 5 = Strongly Agree (SS).

2.4. Research Instrument Test

The test instrument in the research that the researcher uses is as follows:

2.4.1. Validity

According to Sugiyono (2014) validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item, we correlate the item score with the total of these items. To find out the results of the questionnaire can be said to be valid or not, there are conditions that must be met, namely comparing the calculated r value with the r table value and comparing the sig value. (2-tailed) with a probability of 0.05.

2.4.2. Reliability

According to Sugiyono (2014) reliability is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are repeated. The reliability test can be carried out simultaneously on all items or questions in the research questionnaire (questionnaire). The basis for decision making in the reliability test is as follows, if the Cronbach's Alpha value > 0.60 then the questionnaire or questionnaire is declared reliable or consistent. And if the value of Cronbach's Alpha < 0.60 then the questionnaire or questionnaire is declared unreliable or inconsistent.

2.5. Classic Assumption Test

The classical assumption test was carried out as a prelude to multiple linear analysis which included normality, multicollinearity, and heteroscedasticity tests to determine the quality of the data collected whether there were data deviations or not (Arinkunto, 2010).

2.6. Multiple Linear Regression Analysis

According to Sugiyono (2014) multiple linear regression analysis is an analysis used by researchers, if they intend to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value). The equation for linear regression analysis in general is as follows:

Y = a+b_1 X_1+b_2 X_2+b_3 X_3+e

Information :

Y = Buying Interest

a = Constant

b_1-b_3 = Estimated regression coefficient

X1 = Product Quality

X2 = Price Perception

X3 = Ad Attractiveness

e = Error / Interrupting Variable

2.7. Coefficient of Determination (Test- R^2)

According to Ghozali (2011) the coefficient of determination is a tool to measure how far the model's ability to explain the variation of the dependent variable. In multiple linear regression analysis, the value is significant (more than 0.05), which means "there is an effect of variable X simultaneously on variable Y". In this study, researchers used the SPSS program to test the data. To test the coefficient of determination can be seen in the output on SPSS.

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2.8. Simultaneous Significance Test (F-Test)

According to Ghozali (2011) the F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. There are two ways to find out whether the independent variable simultaneously (simultaneously) affects the dependent variable, namely: 1. By looking at the value of Sig. (Significance) on the SPSS output, 2. Comparing the calculated F value and F table.

2.9. Individual Parameter Significance Test (t-test)

According to Kuncoro (2013) states that the t-test in this study has the aim of being able to find out how much influence one independent variable has individually in explaining the dependent variable. In this study, researchers used the SPSS program as a tool to test the data. The following is the basis for making decisions or provisions that apply to the individual parameter significance test (t-test) Based on the significance value (Sig.): If the significance value (sig) < probability 0.05 then there is an influence of the independent variable on the dependent variable or the hypothesis is accepted and if the significance value (Sig) > 0.05 probability then there is no effect of the independent variable on the dependent variable or the hypothesis is rejected.

3. Results and Discussion

To find out the results of the questionnaire can be said to be valid or not, there are conditions that must be met, namely:

1. Comparing the calculated r value with the table r value. If the value of r arithmetic > r table, then the item in the questionnaire is declared valid and if the value of r count < r table, then the item in the questionnaire is declared invalid.
2. Comparing the Value of Sig. (2-tailed) with a probability of 0.05, If the value of Sig. (2-tailed) < 0.05 and the Pearson correlation is positive, then the questionnaire item is valid and if the value of Sig. (2-tailed) < 0.05 and the Pearson correlation is negative, then the item in the questionnaire is invalid and if the value of Sig. (2-tailed) > 0.05 then the item in the questionnaire is invalid.

Tabel 1. Results and Discussion

Variabel	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Information.
Product Quality	KP 1	0,783	0,279	0,000	Valid
	KP 2	0,719		0,000	Valid
	KP 3	0,789		0,000	Valid
	KP 4	0,571		0,000	Valid
	KP 5	0,735		0,000	Valid
	KP 6	0,791		0,000	Valid
Variabel	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Ket.
Price Perception	PH 1	0,823	0,279	0,000	Valid
	PH 2	0,706		0,000	Valid
	PH 3	0,844		0,000	Valid
	PH 4	0,824		0,000	Valid
Variabel	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Ket.
Ad Appeal	DTI 1	0,865	0,279	0,000	Valid
	DTI 2	0,783		0,000	Valid
	DTI 3	0,836		0,000	Valid
	DTI 4	0,803		0,000	Valid
Variabel	Indicator	R Count	T Tabel (0,05)	Sign (2tailed)	Ket.
Buying Interest	MB 1	0,778	0,279	0,000	Valid
	MB 2	0,799		0,000	Valid
	MB 3	0,84		0,000	Valid
	MB 4	0,771		0,000	Valid
	MB 5	0,694		0,000	Valid

Based on the table above, it can be seen that all statement items for each indicator of all variables consisting of product quality, price perception, advertising attractiveness and buying interest, totaling 19 items have rcount > ttable and in accordance with the provisions that have been set, it means that all the statement items valid and can be used in research.

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3.1. Reliability test

Decision making in the reliability test is as follows, If Cronbach's Alpha value > 0.60 then the questionnaire or questionnaire is declared reliable or consistent and If Cronbach's Alpha value < 0.60 then the questionnaire or questionnaire is declared unreliable or inconsistent.

Tabel 2. Reability Test

Variable	Calculation results cronbach's alpha	Cronbach's alpha	Information
Product Quality	0,836	0,60	Realibel
Price Perception	0,825	0,60	Realibel
Ad Appeal	0,809	0,60	Realibel
Buying Interest	0,839	0,60	Realibel

Based on the table, it was detected that Cronbach's Alpha each statement indicator consisting of product quality, price perception, advertising attractiveness and buying interest had a value greater than 0.60. This means that all indicator items from all variables are said to be reliable and can be used in research.

3.2. Normality Test

There is a basis for decision making in the normality test using the Kolmogorov-Smirnov method, namely if the significance value (Sig.) is greater than 0.05 then the research data is normally distributed and if the significance value is less than 0.05 then the research data is not normally distributed.

Tabel 3. One-Sample Kolmogorow-Smirnow Test

		Unstandardized Residual	Standardized Residual
N		51	51
Normal Parametersa.b	Mean	0E-7	0E-7
	Std. Deviation	,35709600	,96953597
Most Extreme Differences	Absolute	,080	,080
	Positive	,080	,080
	Negative	-,069	-,069
Kolmogorov-Smirnow Z		,572	,572
Asymp. Sig. (2-tailed)		,899	,899

Based on the table above shows that the significance value is 0.899, which means that the research variable is greater than 0.05, it can be concluded that the data is identified as normal and can be used in research.

3.3. Multicollinearity test

To detect the presence or absence of multicollinearity symptoms in the regression model can be done in several ways, but in this study the researchers used the basis for decision making based on the Tolerance Value, as follows: If the Tolerance value is greater than 0.10, it means that there is no multicollinearity in the regression model and Tolerance value is less than 0.10, it means that there is multicollinearity in the regression model.

Tabel 4. Multicollinearity Test

Variable	Toleransi	VIF	Information
KP	0,716	1,397	Multicollinearity-free
PH	0,633	1,581	Multicollinearity-free
DTI	0,708	1,412	Multicollinearity-free

Based on the table above, it shows a tolerance score > 0.10 and a VIF value < 10.0, it can be stated that all independent variables consisting of product quality, price perception and advertising attractiveness do not occur in terms of molycollinearity so that these independent variables can be used in research.

3.4. Heteroscedasticity test

In testing the symptoms of heteroscedasticity of data, there are several ways, namely by looking at the pattern of scatterplots. It is said to be free of heteroscedasticity if the spread of the points spreads above and below the Y axis and the points do not form a certain pattern. It is said that it is not free of heteroscedasticity if the spread of the points does not spread and form a certain pattern. The spread of data points should not form a

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wavy pattern that widens then narrows and widens again. In this heteroscedasticity test, the researcher used SPSS computer software version 2.0 with the following results:

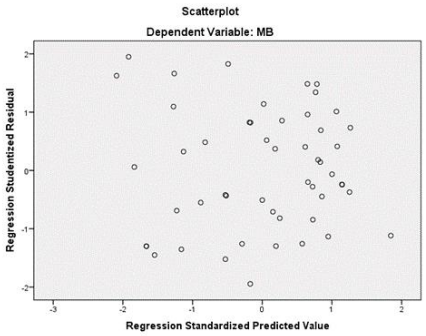


Figure 2. Heteroscedasticity Test

Based on the picture above, it can be seen that there is no heteroscedasticity because there is no clear pattern and the dots spread above and below the number 0 on the y-axis, so it can be said that the heteroscedasticity test is fulfilled.

3.5. Hypothesis testing

Tabel 5. Multiple linear regression analysis

Model	Unstandardized Coefficients	
	B	Std. Error
Costanta	0,365	0,494
KP	0,310	0,133
PH	0,323	0,109
DT I	0,303	0,092

From the table above, it can be seen that the regression equation is as follows:

MB = 0.365 + 0.310KP + 0.323PH + 0.303DTI + e

The constant = 0.365 indicates that if the variables of product quality (KP), price perception (PH) and advertising attractiveness (DTI) are 0, then buying interest (MB) will increase by 0.365. This means that regardless of product quality (KP), price perception (PH) and advertising attractiveness (DTI), the purchase intention (MB) will increase by 0.365.

The product quality regression coefficient (KP) = 0.310 shows the direction of a positive (unidirectional) relationship between the product quality variable (KP) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. Shows the distribution if the quality variable product (KP) has increased by 1, the variable buying interest (MB) will increase by 0.310. This happens with the assumption that the other variables remain constant.

The price perception regression coefficient (PH) = 0.323 shows the direction of a positive (unidirectional) relationship between the price perception variable (PH) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. the price (PH) has increased by 1, the buying interest variable (MB) will increase by 0.310. This happens with the assumption that the other variables remain constant.

The regression coefficient of advertising attractiveness (DTI) = 0.303 shows the direction of a positive (unidirectional) relationship between the advertising attractiveness variable (DTI) and consumer buying interest (MB) in the Shopee market space for Narotama university students, Faculty of Economics and Business Class 2018. advertising attractiveness (DTI) has increased by 1, the variable buying interest (MB) will increase by 0.303. This happens with the assumption that the other variables remain constant.

3.6. Test the coefficient of determination (R^2)

Used to see the close relationship between independent and dependent variables. The results of the coefficients can be seen from the following table :

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Tabel 6. Test the Coefficient of Derermination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,775a	0,601	0,576	0,368432

From the table above, it can be seen that the value of R Square (R^2) is 0.601 or 60.1% which shows the correlation of product quality variables, price perceptions and advertising attractiveness. Together, they contribute to buying interest. Meanwhile, 39.9% which is obtained from (100% - 60.1% = 39.9%) can be explained by other factors which are variables outside of product quality, price perception and advertising attractiveness.

3.7. Simultaneous Significance Test (F-Test)

Comparing the calculated F value and F table. As for this study, researchers used the help of the SPSS program to test the data that had been obtained. This study uses the basis for decision making by comparing the calculated F value and F table, the following are the provisions for the method:

If the calculated F value > F table, then the hypothesis is accepted. Then it means that the independent variable simultaneously affects the dependent variable

If the calculated F value < F table, then the hypothesis is rejected. It means that the independent variable simultaneously has no effect on the dependent variable.

Tabel 7. Simulateneous Significance Test (F-Test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9,612	3	3,204	23,617	,000
	Residual	6,376	47	,0136		
	Total	15,987	50			

From the table above, it can be identified that the variable deserves to be researched because it has an Fcount of 23.617 > Ftable of 3.19 with a significance level of 0.000 <0.05, this means Ho is rejected and Ha is accepted. This means that the variables of product quality, price perception and advertising attractiveness have a simultaneous influence on consumer buying interest in the Shopee marketplace for Narotama University students, Faculty of Economics and Business Class of 2018.

3.8. Individual parameter significance test (t-test)

The following is the basis for decision making or the provisions that apply to the individual parameter significance test (t-test) Based on the significance value (Sig.): If the significance value (sig) < probability 0.05 then there is an influence of the independent variable on the dependent variable or the hypothesis is accepted and If the significance value (Sig) > 0.05 probability then there is no effect of the independent variable on the dependent variable or the hypothesis is rejected.

Tabel 8. Individual Parameter Significance test (t-test)

Variabel	Standardized Coefficients	Sig	Sig. Tolerance	Information
Constanta		0,463		
KP	0,254	0,024	0,05	Significant
PH	0,342	0,005	0,05	Significant
DTI	0,361	0,002	0,05	Significant

From the table above, it is known that the results of hypothesis testing are as follows :

Hypothesis testing 1: product quality has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angktan in 2018. The effect of product quality on buying interest resulted in a positive coefficient of 0.254 and sig value of 0.024. Since sig value (0.024) < sig tolerance (0.05) then Ho rejected Ha accepted.

Hypothesis testing 2: price perception has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angktan in 2018. The effect of price perception on buying interest resulted in a positive coefficient of 0.342 and sig value of 0.005. since sig value (0.005) < sig tolerance (0.05) then Ho rejected Ha accepted.

Hypothesis testing 3: the attractiveness of advertising has a significant effect on the buying interest of Shopee marketplace consumers at Narotama University, Faculty of Economics and business angktan in 2018. The effect of advertising attraction on buying interest resulted in a positive coefficient of 0.361 and sig value of 0.002. Since sig value (0.002) < sig tolerance (0.05) then Ho is rejected Ha accepted.

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4. Conclusion

Based on the individual parameter significance Test (t-test), it turns out that product quality variables positively and significantly influence consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business, Class of 2018) with a positive coefficient value of 0.254 and a sig value of 0.024. Since sig value (0.024) < sig tolerance (0.05) then Ho is rejected Ha accepted. Variable price perception has a positive and significant effect on consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business Class of 2018) with a positive coefficient value of 0.342 and a sig value of 0.005. since sig value (0.005) < sig tolerance (0.05) then Ho rejected Ha accepted. The variable of advertising attractiveness has a positive and significant effect on consumer buying interest in the Shopee marketplace (case study on Narotama University Students, Faculty of Economics and Business Class of 2018) with a positive coefficient value of 0.361 and a sig value of 0.002. Since sig value (0.002) < sig tolerance (0.05) then Ho is rejected Ha accepted.

Based on the results of simultaneous significance test (F-test) variables feasible research because it has Fhitung of 23.617 > Ftable of 3.19 with a significance level of 0.000 < 0.05 this means Ho rejected and Ha accepted. This means that product quality variables, price perception and advertising attractiveness simultaneously affect consumer buying interest in the Shopee marketplace for Narotama University students, faculty of Economics and Business, Class of 2018.

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The Effect of Financial Performance on Stock Prices in Food and Beverage Sub-Sector Companies Listed on the Indonesia Stock Exchange 2017-2021 Period

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Abstract

This study aims to determine and analyze the effect of financial performance through return on assets , return on equity, net profit margin, and earnings per share either simultaneously or partially on stock prices. food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period. The population of this study is all food and beverage sub-sector companies indexed on the IDX for the 2017-2021 period. The sampling technique used purposive sampling which resulted in 17 sample companies. Data analysis used multiple linear regression. The results of this study indicate that simultaneously stock prices are significantly influenced by financial performance through return on assets (ROA), return on equity (ROE), net profit margin . (NPM), and earnings per share (EPS). Return on assets (ROA) and earnings per share (EPS) have a significant effect on stock prices , while return on equity (ROE) and net profit margin (NPM) have no significant effect on stock prices. The implication of the results of this study is that companies increase their income and assets so that net income is greater and earnings per share are also greater. Shareholders should not immediately withdraw their shares when the share price declines in the hope that their financial performance is stable.

Keywords:
Earnings Per Share, Net Profit Margin, Return on Assets, Return on Equity, Stock Price

1. Introduction

Regarding the role of food and beverages in GDP, Putu Juli Ardika said that the position of food and beverage companies in maximizing the monetary recovery program in the country was also a consideration in the contribution of food and beverage companies which continued to increase to the country's GDP which reached 38.91% in the long term. the same time. The stability of the food and beverage trade during the last nine months recorded a surplus of US$22.38 billion Catriana (2021).

One approach to company valuation will have an effect on stock prices, financial experts can examine the company's overall performance. If the company has a very good overall financial performance, its investors will invest their capital, because it is certain that they will get more profit on their investment.

Companies evaluated in this study are business entities in the food and beverage sub-sector whose shares have been indexed on the Indonesia Stock Exchange for the 2017-2021 period. The reason for choosing this business entity is that currently the food and beverage sub-sector companies are experiencing rapid development, but from the facts, the value of stock prices looks risky and tends to experience a downward trend . Based on a number of findings from several researchers, namely Nailal (2016); Sauqi et al., (2019) obtained information explaining that stock prices are influenced by financial performance which is estimated through financial ratios which include return on equity (ROE), return on assets (ROA), earnings per share (EPS), debt equity ratio (DER), return on investment (ROI), net profit margin (NPM), and price earnings ratio (PER).

Based on the phenomenon that clearly describes the background, the research objectives that can be formulated in this study are to identify and analyze the impact of financial performance which includes return on assets (ROA) , return on equity (ROE), net profit margin (NPM).), and earnings per share (EPS) either partially or simultaneously on stock prices food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the 2017-2021 period.

1.1. Literature Review

The stock price is the price that occurs for shares in the capital market at a certain time and is determined by market participants as well as the demand and supply of shares in the capital market Jogiyanto (2014).

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Meanwhile, Darmadji & Fakhruddin (2012) stated that the stock price used is the closing price of the transaction, namely the stock price recorded at closing.

Financial performance is a formal effort to evaluate the efficiency and effectiveness of the company in achieving certain income and cash situations. Financial performance analysis can be divided into several types based on the technique, including: comparative financial analysis, percentage per component analysis, analysis of sources and uses of working capital, analysis of sources and uses of cash, financial ratio analysis, gross profit analysis, break-even analysis, and analysis trends Hery (2015).

Several financial ratios related to the themes reviewed in this study include:

1. Return on Assets

According to Fahmi (2013), return on assets (ROA) is a ratio used to measure the extent to which an investment is able to provide a return after considering the expected profit based on the assets owned. Lukviarman who stated that if the ROA value exceeds 5.98 percent, then the company has a decent return on assets. Corporations are said to have a poor return on assets if the ROA is ≤5.98 percent Saefullah et al., (2018).

2. Return on Equity

According to Fahmi (2013), return on equity (ROE) is an indicator that analyzes how well a company uses its resources to generate return on capital. A decent ROE quality is defined by Lukviarman quoted by Saefullah et al., (2018), especially if the ROE value exceeds 8.32 percent, then the company is considered to have a strong return on equity. If the ROE figure is ≤8.32 percent, then the company is considered to have a bad return on equity.

3. Net Profit Margin (NPM)

According to Hery (2015), net profit margin (NPM) is the ratio used to analyze the proportion of net profit to net sales. Lukviarman quoted by Saefullah et al, (2018) , to be more precise. If the number of NPM exceeds 3.92%, the company is considered to have a good net profit margin. If the NPM figure is ≤3.92%, the company is said to have a low net profit margin.

4. Earnings Per Share (EPS)

Hery (2015) states that earnings per share is a ratio that measures the success of a corporation in providing benefits to ordinary stock investors. A high EPS indicates that the company can provide a high level of shareholder wealth, while a low EPS indicates that the company cannot provide this wealth (Darmadji & Fakhruddin, 2012).

There are several hypotheses that can be formulated in this study, among others:

H1 : Stock prices are simultaneously significantly affected by financial performance which includes return on assets (ROA), return on equity (ROE), net profit margin (NPM), and earnings per share (EPS)

H2 : Individual stock prices are significantly affected by return on assets (ROA)

H3 : Individual stock price is significantly influenced by return on equity (ROE)

H4 :Individual stock prices are significantly affected by net profit margin (NPM)

H5: Individual stock prices are significantly affected by earnings per share (EPS)

2. Method

This type of research is quantitative research designed with explanatory research. The population in this study consisted of all corporations engaged in the food and beverage sub-sector indexed on the IDX for the 2017-2021 period. The samples in this study were 17 companies obtained using purposive sampling with the following criteria:

1. Go public companies indexed on the IDX during the 2017-2021 period which are engaged in the food and beverage sub-sector
2. The company has fully published its financial statements for the 2017-2021 period on the IDX's official website (www.idx.co.id).
3. The company did not experience a loss in the 2017-2021 period.

This study has two types of variables, namely the dependent variable (Y) and the independent variable (X) which are operationally defined as follows:

1. The variable (Y) is the stock price which is defined as the price of a share of a food and beverage sub-sector company that occurs on the stock market on the Indonesia Stock Exchange. The measurement indicator is the stock price recorded at closing
2. The variable (X1 is return on assets (ROA) which is defined as a financial ratio of companies in the food and beverage sub-sector listed on the IDX which is used to see the extent to which the investments that have

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been invested are able to provide a return of profits after what is expected based on the assets they have. Variable measurement indicators X1 is obtained through the formula:

$$\text{ROA} = \frac{\text{Earning After Interest and Tax}}{\text{Total Asset}}$$

3. The variable (X2) is return on equity (ROE) which is defined as the financial ratio of the food and beverage sub-sector companies listed on the IDX which shows how much equity contributes in creating its net profit. The measurement indicator for the X2 variable is obtained through the formula:

$$\text{ROE} = \frac{\text{Earning After Interest and Tax}}{\text{Total Equity}}$$

4. The variable (X3) is the net profit margin (NPM) which is defined as the profitability ratio of the food and beverage sub-sector companies listed on the BEI which is used to measure the company's net profit compared to its sales . The measurement indicator for the X3 variable is obtained through the formula:

$$\text{NPM} = \frac{\text{Earning After Interest and Tax}}{\text{Sales}}$$

5. The variable (X4) is earnings per share (EPS) which is defined as the form of profit given by the food and beverage sub-sector companies to shareholders and each share owned. The measurement indicator for the X4 variable is obtained through the formula:

$$\text{EPS} = \frac{\text{Net Income}}{\text{Common Shares Outstanding}}$$

In this study, secondary data is used, namely the data obtained refers to sources that do not directly provide data to data collectors Sugiyono (2017). The data is taken from the Indonesia Stock Exchange website (www.idx.co.id), as well as other textual sources, in the form of annual reports produced by food and beverage sub-sector companies for 2017-2021.

Descriptive statistical analysis method was used to characterize and describe the inferential statistics of the variables in this study. This inferential analysis provides an overview of the average, standard deviation, lowest, and maximum values of each variable. Meanwhile, to estimate the effect of each independent variable with the dependent variable, multiple linear regression analysis was used which previously tested the classical assumptions, including: normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test.

study , the following regression model equation was used :

$Y = a + b\,1\,x\,1 + b\,2\,x\,2 + b\,3\,x\,3 + b\,4\,x\,4 + \ldots\ldots\ldots\ldots b\,i\,x\,i + e$

Where :

Y	= Stock price
X1	= Return On Assets
X2	= Return On Equity
X_3	= Net Profit Margin
X_4	= Earnings Per Share
b_i	= Direction parameter
e	= Standard Error

Simultaneous hypothesis testing was carried out using the F test with criteria H0 rejected and Ha accepted, if Fh > Ft. While H0 is accepted and Ha is rejected, if Fh < Ft . Furthermore, for partial hypothesis testing, t-test is used with criteria H0 is rejected and Ha is accepted, if the value of th > ttable, while H0 is accepted and Ha is rejected, if th < ttable.

3. Result and Discussion

On descriptive statistical analysis, it is known that food and beverage companies for the 2017-2021 period in this study have an average ROA value of 8.75 (greater than 5.98) and the highest partial mean is shown by ADES issuers of 20.65. The average ROE value is 17.05 (greater than 8.32) and the highest partial mean is shown by MLBI issuers of 60.58. The average NPM value is 10.62 (greater than 3.92) and the highest partial mean is shown by DLTA issuers of 32.50. The average EPS value is 196.73 and the highest partial mean is shown by INDF issuers at 818.17. The average value of share prices as a whole is 2,392.49 and the highest partial mean is shown by MLBI issuers of 12,515 .

The summary of the results of multiple linear regression analysis with four independent variables and one dependent variable with SPSS is shown in the following table.

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Table 1. Summary of Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coeffecients	t	Signs. t	r partial
	B	Std. Error	β			
Constant	-5,959	8,042		-0.741	0.461	
SQRT_X1	8,797	4,232	0.352	2,079	0.041	0.226
SQRT_X2	-0.134	1,478	-0.009	-0.091	0.928	-0.010
SQRT_X3	5.034	3,456	0.247	1,457	0.149	0.161
SQRT_X4	0.839	0.322	0.265	2,605	0.011	0.280
Dependent Variable			SQRT_Y			
F			14.601			
Signs. F			0.000			
R			0.650			
Adjusted R 2			0.393			

Based on the table, the regression equation is obtained as follows:
Y = -5,959 + 8,797 ROA - 0.134 ROE + 5.034 NPM + 0.839 EPS

The magnitude of the coefficient of simultaneous determination (Adjusted R^{2}) is 0.393, meaning that the variability of stock prices that can be explained by using the variables of return on assets, return on equity, net profit margin and earnings per share is 39.3%, while the effect is 60.7%. caused by other variables outside this model. Meanwhile, based on table 1, the coefficient of determination of partial return on assets (X1) is 0.226, meaning that the return on assets has a positive contribution to the stock price of 0.226 or 22.6 % . The coefficient of determination of partial return on equity (X2) is -0.010 or -1 % , meaning that return on equity has a negative contribution to stock prices of 0.010 or 1% . The value of the coefficient of partial determination for the net profit margin (X3) is 0.161 or 16.1 % , meaning that the net profit margin makes a positive contribution to stock prices of 0.161 or 16.1% . The coefficient of determination of partial earnings per share (X4) is 0, 280 or 28 % , meaning that earnings per share contribute positively to the share price of 0.280 or 28%.

In testing the first hypothesis in this study, the calculated F_{value} of 14.601 and probability 0.000 < 5% means that the return on assets, return on equity, net profit margin, and earnings per share simultaneously have a significant effect on stock prices. Thus the first hypothesis (H1) which states " share prices are simultaneously significantly influenced by financial performance which includes return on assets (ROA), return on equity (ROE), net profit margin (NPM), and earnings per share (EPS) in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021" are accepted at a 95% confidence level. The simultaneous contribution of return on assets, return on equity, net profit margin , and earnings per share to the stock price is adjusted R^2 = 0.393 or 39.3%. The findings in this study are in line with the findings from the research of Choiriyah et al., (2021) which states that ROA, ROE, NPM, EPS, and OPM together have a significant effect on stock prices of banking companies on the Indonesia Stock Exchange (IDX) and the research findings of Nurlia & Juwari (2019)which states that the variables Return On Asset (ROA) , Return On Equity (ROE) , Earning Per Share (EPS), and Current Ratio (CR) simultaneously have a very strong influence on stock prices.

In testing the second hypothesis in this study, the $t1_{value}$ of 2.079 and probability of 0.041 <5% means that the return on assets partially has a significant effect on stock prices. Thus the second hypothesis (H2) which states " individual stock prices are significantly affected by return on assets (ROA) in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021 "is accepted at the 95% confidence level. The partial contribution of return on assets to stock prices is r_1 partial determination = 0.226 (table 1) or 22.6%. The findings in this study are in line with the research of Khasanah et al., (2021) which states that return on assets (ROA) has a definite influence on stock prices and research by Fahlevi et al., (2018) which states that ROA has a positive and significant effect on stock prices. However, this study is not in line with the findings of the study of Sauqi et al., (2019)which states that ROA has no significant effect and research by Nurlia & Juwari (2019) partially states that Return on Assets (ROA) has a negative and insignificant effect on stock prices.

In testing the third hypothesis in this study, the $t2_{value}$ of -0.091 and probability 0.928> 5% means that the return on equity value partially has no significant effect on stock prices. Thus the third hypothesis (H3) which states " individual stock prices are significantly affected by return on equity (ROE) in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021 "is accepted at a 95% confidence level. The partial contribution of return on equity to stock prices is r_2 partial determination = -0.010 (table 1) or -1%. The findings in this study are in line with the findings of the study of Sauqi et al., (2019)which states that ROE has no significant effect and the research findings of Nurlia & Juwari (2019)partially states that return on equity (ROE) has a positive and insignificant effect on stock prices. But the results of this study are in line with the findings of the research of Wulansari & Prihantoro (2018) which partially states that ROE has a

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significant effect on stock prices and the findings from the research of Khasanah et al., (2021) which states that return on equity (ROE) has a definite influence on stock prices.

In testing the fourth hypothesis in this study, the t3 $_{value}$ of 1.457 and probability 0.149> $_5$ % means that the net profit margin value partially has no significant effect on stock prices. Thus the fourth hypothesis (H4) which states " individual stock price significantly influenced by the net profit margin (NPM) in the food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021 "is accepted at the 95% confidence level. The partial contribution of net profit margin to stock prices is r $_3$ partial determination = 0.161 (table 1) or 16.1%. The findings in this study are in line with the findings of the study of Khasanah et al.,(2021)which states that net profit margin (NPM) has an uncertain effect on stock prices and research by Choiriyah et al., (2021)which states that NPM and OPM have no significant effect on stock prices of banking companies on the Indonesia Stock Exchange (IDX). However, the results of this study are not in line with the findings of the study of Sauqi et al., (2019)which states that NPM partially has a significant effect on stock prices of metal companies listed on the Indonesia Stock Exchange for the 2014-2016 period.

In testing the fifth hypothesis in this study, the t $_{4\ value}$ of 2.605 and probability of 0.011 < 5% means that the value of earnings per share partially has a significant effect on stock prices. Thus the fifth hypothesis (H5) which states " individual stock prices are significantly affected by earnings per share (EPS) in food and beverage sub-sector companies listed on the Indonesia Stock Exchange for the period 2017-2021 "is accepted at a 95% confidence level. The partial contribution of earnings per share to stock prices is r $_4$ partial determination = 0.280 (table 1) or 28%. The findings in this study are in line with the findings from the Sorongan study (2019)which states that Earnings per Share has a positive and significant effect on the stock prices of automotive companies listed on the IDX for the period 2013-2015 and Ilahiyah (2021) which states that partially EPS has a positive and significant effect on stock prices of pharmaceutical companies listed on the Indonesia Stock Exchange (IDX), but the results of this study are not in line with the findings of Maulita & Arifin (2018) which states that EPS has no significant effect on sharia stock returns.

4. Conclusion

Conclusions from this study include:

1. Return on assets, return on equity, net profit margin , and earnings per share simultaneously have a significant effect on stock prices
2. Return on assets has a positive and significant effect on stock prices
3. Return on equity has a negative and insignificant effect on stock prices
4. Net profit margin has a positive and insignificant effect on stock prices
5. Earning per share has a positive and significant effect on stock prices

The implication of the results of this study is that the company further increases its income and assets so that the net income obtained is greater and increases the earnings per share, and shareholders do not immediately withdraw their shares when there is a decline in share prices, because it is expected that financial performance stability will occur.

Limitations in this study, namely:

1. The period used in estimating is too short and the sample obtained is also small, so the results of this study cannot be generalized as a company in the food and beverage sub-sector as a whole.
2. The busyness of researchers working in a company so that the writing of this thesis does not show optimal results.

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The Influence of Cost Leadership Strategy, Difference and Focus on the Performance of the Company at PT. Pwi

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Abstract

The purpose of this study is to determine the effect of cost leadership strategy, differentiation strategy and focus strategy on company performance. The case study in this study was taken from PT. PWI, which is a manufacturing company engaged in the production of shoes and footwear. The population taken in this study, namely the employees of PT. PWI with a sample of 96 respondents who work within the scope of PT. PWI.
The dependent variable (Y) in this study is company performance, while the independent variable (X) includes: Cost advantage strategy (X1), Differentiation Strategy (X2) and Focus Strategy (X3). Data analysis method using path analysis with IBM SPSS statistics 16 program which is fully carried out by the author and also related parties. The results of this study indicate that the cost advantage strategy, differentiation strategy and focus strategy have a positive and significant impact on company performance. The differentiation strategy is the most influential strategy compared to the other two strategies.

Keywords:
Cost Advantage Strategy, Differentiation Strategy, Focus Strategy and Company Performance

1. Introduction

In the era of globalization as it is today, there is a lot of competition that occurs in an increasingly widespread business world. We can see that business development in Indonesia is increasingly open and business access is increasingly competitive, so responding to business competition requires a strong marketing strategy.

Strategy is a way to achieve goals based on analysis of internal and external factors because strategy is a comprehensive and integrated plan regarding efforts to realize goals and objectives by taking into account the availability of organizational resources and environmental conditions faced. In a company, it is very necessary to have a strategy known as a generic strategy which is a fundamental way for companies to achieve profitability above the industry average by having a sustainable competitive advantage. The strategy consists of: cost leadership strategy, differentiation strategy. , and a focus strategy (either a cost advantage focus or a differentiation focus).

PT PWI is no exception. PT. PWI is a manufacturing company engaged in the footwear industry for export targets to various countries that absorb a lot of labor from the surrounding community. From the current phenomenon, it can be seen in the company's performance which tends to decrease. In order to help overcome this problem, an appropriate and optimal strategy is needed so that PT. PWI rose from adversity.

Based on the above, the researcher is interested in discussing and conducting research with the title "The Effect of Cost Leadership Strategy (Cost Leadership), Differentiation and Focus on Company Performance at PT. PWI".

1.1. Literature Review

1.1.1. Cost Leadership Strategy (Cost Leadership) (X1)

The cost advantage strategy is a competitive advantage strategy that takes into account the existence of competitors rather than customers by focusing on lower prices to buyers. A cost leadership strategy requires aggressive construction of efficient scale facilities, vigorous efforts to achieve cost reduction due to experience, tight cost and overhead control, avoidance of marginal customers, and minimizing costs in areas such as research and development (R&D), service, sales, advertising, etc. Low cost relative to competitors is the theme that animates the whole strategy, although quality, service and other areas cannot be ignored.

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This research focuses on the effect of cost advantage strategy on company performance within the scope of PT. PWI. The greater the value of the influence given by the cost advantage strategy on the company's performance, it can be ascertained that the profits to be obtained in the future will also increase.

Hypothesis 1: It can be seen that there is a positive and significant influence between the variables of the cost advantage strategy on the company's performance at PT. PWI.

1.1.2. Differentiation Strategy (X2)

A differentiation strategy is a company strategy that seeks to create a unique product to face competitors in its industry. This uniqueness can be seen from the product characteristics that offer the value that consumers are looking for so that the product is unique and different in the eyes of consumers. In principle, the differentiation strategy is to take the customer as the main focus. This strategy builds the buyer's perception of superior quality, product design, technology, image, material weight or service.

This research focuses on the effect of the differentiation strategy on the company's performance within the scope of PT.PWI. This strategy has been used by PT. PWI for a long time, this is evident from the many variants and models of products produced by the companyand of course enjoyed by many consumers. Because the more differentiation strategy can be implemented properly, it will generate more profits for the company itself and will indirectly impact the company's performance for better.

Hypothesis 2: There is a positive and significant influence between the differentiation strategy variables on company performance at PT. PWI.

1.1.3. Focus Strategy (X3)

The focus strategy is used to build a competitive advantage in a narrower market segment. This type of strategy is intended to serve the needs of consumers who are relatively small in number and in their decision making to buy are relatively not influenced by price.

The focus strategy is very different from the other two strategies, because this strategy emphasizes the choice of a narrow competitive scope in an industry and can choose a cost focus or differentiation strategy. Within the scope of PT. PWI focus strategies are also often carried out, especially for products that are limited, or usually only made when there are events with small quantities.

Hypothesis 3: There is a positive and significant influence between the Focus strategy variables on company performance at PT. PWI.

1.1.4. Company Performance (Y)

According to Febriyani and Zulfadin (2003), company performance is an important thing that must be achieved by every company anywhere, because performance is a reflection of the company's ability to manage and allocate its resources. Performance Assessment aims to determine the contribution of a part of the company to the organization of the company as a whole, provide a basis for assessing the quality of performance of internal managers in the company, and provide motivation for section managers in selling their parts in tune with the main objectives of the company's organization as a whole. (Mulyadi, 2017)

In this study, the company's performance is taken as the dependent variable that determines the benchmark of the independent variables, namely the cost advantage strategy, differentiation strategy and focus strategy. It is expected that the company's performance will increase by knowing the most suitable strategy to be applied in PT. PWI.

2. Methodology

The approach and type of research used in this study uses an ecplanatory research approach with quantitative data. This is because this research wants to explain the causal relationship between the variables through hypothesis testing in PT. PWI. In this study, the researcher will conduct an analysis by interviewing, observing/observing and will document all phenomena in the field that are related to the main purpose of this research, besides that theresearcher also uses previous research as literature material used for the preparation of this research.

The object of this research is the employees of PT. PWI with research samples using the lemesh show calculation formula with 96 respondents related and in accordance with the criteria of the object of this study. As for the criteria for the object of this research, namely:

1. Gender used by men and women
2. Age (20-40 Years)
3. Term of Office (<5 Years to >10 Years)

And as for the analytical technique stages of this study using the help of SPSS v.16 application software, including:

1. Classic Assumption Test

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a. Normality test
b. Multicollinearity Test
c. Correlation Test
d. Heteroscedasticity Test

2. Multiple Linear Regression Analysis
3. Hypothesis test
   a. Test-T (Partial Test)
   b. Test-F (Simultaneous Test)
   c. Coefficient of Determination Test (R2)

2.1. Research Framwork

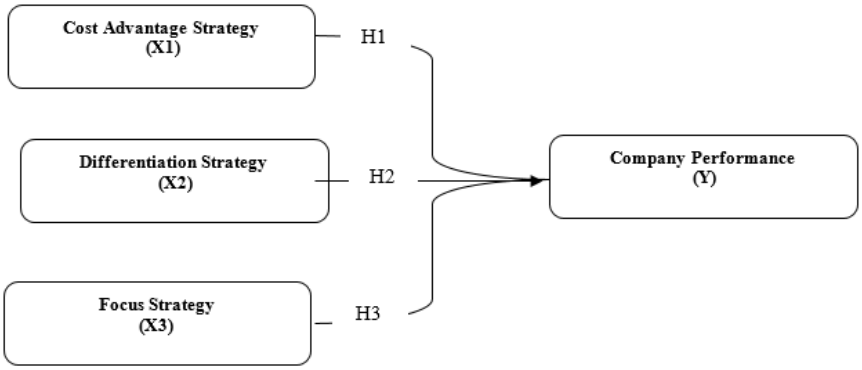


Figure 1 : Research Framwork
Source: Data Processed By The Author

3. Description and Research Result

This study emphasizes the hypothesis between testing the effect of the independent variable on the dependent variable. From the first test to the last sample, it was carried out using the multiple linear regression analysis technique method. The discussion in this section is the result of observations based on the results of statistical tests carried out on the influence of each variable.

3.1. Testing the First Hypothesis

In testing the first hypothesis, it states that the cost advantage strategy has a positive and significant effect on company performance. Here are the results of testing the hypothesis:

Table 1. Hypothesis Testing 1
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.013a	.001	.019	.354587

Sumber : SPSS v.16
a. Predictors: (Constant), Cost Advantage Strategy

3.1.1. Regression Equation

The results of the coefficient of determination (R^2) with the company's performance as the dependent variable and the usual advantage strategy as independent show that the Adjusted R Square value of 0.19 means that 19% indicates that the independent variable affects the dependent variable and the remaining 81% is influenced by other variables besides the variable. Cost advantage strategies such as differentiation strategy and focus strategy or it could be other strategies this is in accordance with the value of the coefficient of determination (R^2) which shows that above that 0.71% of the company's performance value is affected by cost leadership strategies, differentiation strategies and focus strategies while the remaining 29 % affected by other strategies besides these 3 strategies.

3.2. Testing the Second Hypothesis

In testing the second hypothesis, it states that the differentiation strategy has a positive and significant effect on company performance. Here are the results of testing the hypothesis:

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Table 2. Hypothesis Testing 2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.009a	.001	.027	.362462

Sumber : SPSS v.16
a. Predictors: (Constant), Deference Strategy

3.2.1. Regression Equation

The results of the coefficient of determination (R^2) with the company's performance as the dependent variable and the usual advantage strategy as independent show that the Adjusted R Square value of 0.27 means that 27% indicates that the independent variable affects the dependent variable and the remaining 73% is influenced by other variables besides the variable. Differentiation strategies such as cost advantage strategy and focus strategy or it could be other strategies this is in accordance with the value of the coefficient of determination (R^2) which shows that above that 0.71% of the company's performance value is affected by cost leadership strategies, differentiation strategies and focus strategies while the remaining 29 % affected by other strategies besides these 3 strategies.

3.3. Third Hypothesis Testing

In testing the third hypothesis, it states that the focus strategy has a positive and significant effect on company performance. Here are the results of testing the hypothesis:

Tabel 3. Pengujian Hipotesis
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.011a	.000	.025	.254324

Sumber : SPSS v.16
a. Predictors: (Constant), Strategi Fokus

3.3.1. Regression Equation

The results of the coefficient of determination (R^2) with the company's performance as the dependent variable and the usual advantage strategy as independent show that the Adjusted R Square value of 0.25 means that 25% indicates that the independent variable affects the dependent variable and the remaining 75% is influenced by other variables other than the variable. Focus strategies such as cost advantage strategies and differentiation strategies or it could be other strategies this is in accordance with the coefficient of determination (R^2) which shows that above that 0.71% of the company's performance value is affected by cost leadership strategies, differentiation strategies and focus strategies while the remaining 29 % affected by other strategies besides these 3 strategies.

4. Discussion of Research Results

4.1. Effect of Cost Leadership Strategy on Company Performance

The statistical results of the t test for the cost advantage strategy variable show a value of 5.049 with a significance value of 5.049 > 0.05 while the regression coefficient value shows a positive value of 0.27. so that it can be concluded that the differentiation strategy has a positive effect on company performance.

This is supported by previous research conducted by Yanti et al., (2022) which shows that the cost advantage strategy has a positive effect on company performance. If the cost leadership strategy can be carried out correctly and in accordance with market share, it will directly or indirectly affect the performance of the company, namely PT. PWI in the eyes of employees and the wider community.

4.2. The Effect of Differentiation Strategy on Company Performance

The statistical results of the t test for the differentiation strategy variable show a value of 0.494 with a significance value of 0.494 > 0.05 while the regression coefficient value shows a positive value of 0.19. so that it can be concluded that the cost advantage strategy has a positive effect on company performance.

This is supported by previous research conducted by Damayanti (2019) which shows that the differentiation strategy has a positive effect on company performance and has the greatest influence value compared to others. If the differentiation strategy can be carried out properly and in accordance with consumer interests and with a careful and precise time, then it will directly or indirectly affect the performance of the company, namely PT. PWI in the eyes of employees and the wider community.

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4.3. Effect of Focus Strategy on Company Performance

The statistical results of the t test for the focus strategy variable show a value of 3.645 with a significance value of 5.645 > 0.05 while the regression coefficient value shows a positive value of 0.27. so that it can be concluded that the focus strategy has a positive effect on company performance.

This is supported by previous research conducted by Yanti et al., (2022) which shows that the focus strategy has a positive effect on company performance. If the focus strategy can be implemented better, it is possible that the impact it will give is greater than other strategies.

5. Conclusion and Suggestion

5.1. Conclusion

Based on the results of the research that has been done above, the following conclusions can be drawn:

1. The statistical results of the t test for the cost advantage strategy variable show a value of 5.049 with a significance value of 5.049 > 0.05 while the regression coefficient value shows a positive value of 0.27. so that it can be concluded that the differentiation strategy has a positive effect on company performance.
2. The statistical results of the t test for the differentiation strategy variable show a value of 0.494 with a significance value of 0.494 > 0.05 while the regression coefficient value shows a positive value of 0.19. so that it can be concluded that the cost advantage strategy has a positive effect on company performance.
3. The statistical results of the t test for the focus strategy variable show a value of 3.645 with a significance value of 5.645 > 0.05 while the regression coefficient value shows a positive value of 0.27. so that it can be concluded that the focus strategy has a positive effect on company performance.

5.2. Suggestion

From this research, the researcher would like to give advice to various related parties, including:

1. For Companies
   In this study, it appears that the differentiation strategy has a stronger influence than other strategies, therefore the researcher would like to suggest that the company maintain this strategy to use and the other two strategies to be further improved so that it has a greater influence on company performance than when this research was made.
2. For Further Researchers
   It is hoped that further researchers can find related strategies so that companies know more in detail about the strategies that will be applied within their company

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JURNAL EKONOMI

The Influence of Career Development, Job Satisfaction, and Organizational Culture on Employee Loyalty

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Abstract

This study aims to determine the effect of career development, job satisfaction, and organizational culture partially and simultaneously on employee loyalty of Logistics Company in Surabaya in Surabaya. This type of research is quantitative, where the researcher distributes questionnaires as a medium for data collection and then processes them into questionnaire interval data which is then processed using SPSS 25. The population and sample of this study amounted to 74 employees of a Logistics Company in Surabaya. Partial hypothesis test results Partial career development positive and significant effect on employee loyalty, job satisfaction is a partially positive and significant effect on employee loyalty and organizational culture partially positive and significant effect on employee loyalty. And the results of hypothesis testing simultaneously the $F_{calculated}$ value is stated to be 41,570 and is included as greater than the F_{table} 2.74. This means that Ho is rejected and Hi is accepted. And the significant value is 0.000 less than 0.05. So career development, job satisfaction, and organizational culture simultaneously have a significant effect on employee loyalty. Meanwhile, from the determination test, the R Square coefficient of 0.625 ^{2} means that the relationship between career development, job satisfaction, and organizational culture on employee loyalty influences of 62.5%, while the remaining 37.5% is explained by other variables not included in the modeling.

Keywords:
Career Development, Job Satisfaction, Organizational Culture, Employee Loyalty

1. Introduction

In today's era, companies are required to be more competitive to survive in the face of intense competition. Since the outbreak of the coronavirus in Indonesia, some activities have been hampered and at the insistence of the 4.0 revolution where technological sophistication is superior, some activities have been diverted in the technology sector. The use of technology in today's era is symptomatic in all dimensions of people's lives which are also dragged down from the fields of transportation, trade, health, industry and education to social. In the current era of globalization with a dynamic labor market, maintaining and retaining good employees and developing employee loyalty are becoming increasingly important, because employees have a fundamental role in every company's operational activities (Putra, Jodi, and Prayoga 2019).

Currently, the company is facing challenges in maintaining employee loyalty, this is reflected in the tendency of employees to leave the company where they work for a relatively short period of work. The difficulty of maintaining employee work loyalty According to 2019 workforce survey of 100 employees in Indonesia conducted by millennials, Deloitte (2019) the difficulty of maintaining employee work loyalty is shown through the 2019 Millennial as Workforce survey conducted with 100 employees in Indonesia, Deloitte (2019) revealed that half of the respondents or 49.5% of millennials admitted to working in a workplace or company. The ideal time is 3-5 years. And as many as 24% of respondents think that the ideal period is 1-2 years. Meanwhile, 15% believe they want to work in the workplace for more than 5 years, despite the general perception among millennials. Compared to the previous year's survey, it was down by 15 percentage points. While respondents representing Gen Z reported lower loyalty, 61% of them said they would leave the company within two years if given a choice. The survey results are in line with a survey conducted by Towers Watson in the Global Workforce Study (GWS) of 32,000 employees worldwide, including more than 1000 employees in Indonesia from various levels and demographics. This survey shows that as many as 66% of employees in Indonesia tend to leave the company where they work within two years (Sindonews 2014) . Employee retention or turnover is one of the most important issues that are the focus for businesses today.

According to Elisabeth et al. (2021) the presence of employees in the company is very important in increasing the effectiveness and efficiency of the company so that the company's ability to manage its employees properly can reduce turnover. Research has shown that the future success of the company will depend on how far the company can attract and maintain an innovative, creative and flexible work style (Zeuch

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2016) . So that it can be interpreted that today's business competition actually lies in the human resources owned.

Human resources are assets in all aspects of management, especially those concerning the existence of an organization (Benjamin 2017) . An organization in an effort to realize its existence requires effective human resources because an organization without the support of the right employees, both in quality and qualifications as well as in number, there is a tendency that the organization will not be able to maintain its existence, let alone develop in the future (Wibowo 2013) . For companies, human resources are defined as the driving force of a company order so that the company can realize its vision and mission. Handoko (2012) argues that the success of a company does not only depend on raw materials and capital, but also its human resources. Therefore, it is very important for companies to find competitive and competent human resources to support and maximize their business's productivity.

In an organization, the aspect of employee loyalty is one of the most important and fundamental variables. If loyalty is high, then commitment and integrity will be formed, so that automatically an employee will give the best and maximum effort possible to do things that posetively impact on the organization. Widhiastuti (2012) argues that loyalty is a measure to see whether an employee has a strong commitment or not to the company organization. Stephen et al. (2010) defines loyalty as a person's firmness towards something, which is not only physical loyalty, but also his thoughts, concerns, ideas, and dedication to the organization. Employee loyalty is manifested from an employee's strong and active relationship with the organization as a result an employee is willing to give something of himself to contribute to the welfare of the company So, loyal human resources are predicted to be able to have a tremendous influence on the continuity of the company.

Therefore, paying attention to every detail of human resource development is important for the company and can be interpreted as an investment in the company, with the hope that employees will provide good output for the company. Managing human resources in an organization is not easy, because it involves various elements in an organization, namely employees, leaders, and the system itself (Jusuf et al. 2016) . However, it is mandatory for companies to strive for employee satisfaction in various ways because after all it is thanks to them that the company can realize its vision. It is a fortune or gratitude when a company can achieve the welfare of its employees, because there are many benefits to be obtained, employees will work optimally and professionally, employees behave according to the company's organizational culture, employees become comfortable in the company, and so on. Indeed, in this case there must be a take and give between employees and the company and it is not as simple as the company only providing salary compensation, the company has fulfilled its obligations to employees.

Logistics companies have relatively large opportunities and threats, and in the service industry, companies must consider and assess some of their internal strengths and weaknesses (Ginny 2019) . A Logistics Company in Surabaya has developed a reputation as a total solution provider for logistics needs. As a logistics service company, its activities aim to take care of all that is needed for the delivery of goods to be carried out by land, sea and air, domestic and international, from sender to recipient. Full dedication and understanding of customer needs and wants is established as the company's core strategy to reach higher levels and meet international standards. The logistics industry is the backbone of development, the growth rate has recently increased significantly and the economy is developing healthily. Logistics Company in Surabaya as one of the companies in the logistics sector is committed to being at the forefront of quality management. This makes the Logistics Company in Surabaya further strengthen the company to continue to improve the quality of service by providing satisfactory service to customers through employees who have high loyalty to the company.

However, based on observations made by the HRD of Logistics Company in Surabaya, the phenomenon of lack of employee loyalty was found. Every year there are always cases where employees resign partly because they want to find another job and get a new job which is suspected to have a correlation with working conditions and workplaces that make them dissatisfied and eventually leave. Therefore, the problems concerning employees will be a full concentration for the company.

From the results of interviews and observations with several employees of a Logistics Company in Surabaya, found problems related to job satisfaction, career development, and organizational culture. Regarding organizational culture, it was found that there are still employees who are less enthusiastic about work, some employees are less result-oriented so that during working hours they are still sitting relaxed, there are some employees, especially the younger generation who resign in a short time, to employees who often complain while working. So it is important to do research related to the problem of employee loyalty, to see how the level of loyalty, sense of belonging to the organization and dedication of employees in the company, in order to find out how to deal with problems that may arise.

The lack of maximum loyalty to employees is thought to be caused by the lack of massive implementation of the company's career development, low employee job satisfaction and not yet optimal implementation of the company's organizational culture. Loyal human resources will provide many benefits for the company. However, sometimes there are problems that cause employees to be less loyal, due to certain

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factors in the place where they work, and this is what sometimes underlies employees to be less effective in carrying out their duties in the company.

Career development is the most important thing that must be done in an effort to develop and improve the effectiveness of human resources. A good career development plan must be adapted to the needs of the company, so the company needs to facilitate employee learning and training. Company policies to manage employee careers are considered to have an impact on individuals and thus are seen as self-esteem when contributing to the company (Mangkunegara 2005) . Rothwell, William J. and Kazanas (2003) say that career development is the process of increasing one's ability to prepare for future opportunities to achieve the desired career. Career development is certainly something that every employee wants, because in general the higher the position, the better his life will be . If a company does not carry out a career development process, of course employees will reduce their loyalty to the company and result in harming the company itself (Yuliyanti et al. 2020) .

In a previous study conducted by Willy Rizky Utami and Dwiatmadja (2020) stated that career development variables have the greatest influence on employee work loyalty. The results of other studies conducted by Siregar, Ainun, and Putra (2022) and Aljehani et al. (2021) also found that there is a positive and significant influence between career development variables and loyalty variables. This is in accordance with the opinion of Uthyasuriyan in Yuliyanti et al. (2020) career development is the most important factor affecting employee loyalty because it can provide many opportunities for employees to gain sufficient knowledge and experience. Meanwhile, research conducted by Lumiu, Pio, and Tatimu (2019) explains different results that career development variables have no significant and positive effect on employee loyalty.

The problem of employee loyalty is closely related to employee job satisfaction. A person's job satisfaction basically involves a person's behavior in working for a company, he will feel comfortable and have high loyalty to the company if he gets job satisfaction in accordance with what he wants (Adamy 2016) . Widhiastuti (2012) argues that "Job satisfaction is a real moderator variable that will influence employees or company human resources to be loyal through mutually agreed commitments". Employees who have low job satisfaction will certainly lead to low levels of customer satisfaction even though the life and death of a company will depend on customer satisfaction and loyalty (Suyono et al. 2020) . Job dissatisfaction also tends to cause employees to feel useless, unappreciated, and leave an organization. Employees who feel job satisfaction in an organization have a tendency to remain in the organization, while employees who feel dissatisfied with an organization have a tendency to leave the organization.

In previous research conducted by Ayu and Adnyani (2019) on employees of the Puri Raharja General Hospital with a sample of 88 employees, where the results of the analysis of this study stated that job satisfaction has a positive and significant effect on employee loyalty, this implies that the more satisfied employees are with work, employee loyalty is also high. The results of this study are in line with research conducted by Mahyudi, Nuryanti, and Haryetti (2016) and Suryanti, Masruchin, and Mx (2018) , where in his research it was found that the job satisfaction variable had a significant effect on employee loyalty. Satisfied employees are a sign that the organization is well managed and illustrates the work of effective and successful management (Adamy 2016). Different research results were found from research conducted by Citra and Fahmi (2019) and Kahpi et al. (2020) which shows that there is a positive and insignificant effect between job satisfaction variables on loyalty.

In addition to career development and job satisfaction, one of the factors that causes an increase or decrease in employee loyalty is organizational culture. A strong organizational culture will cause an employee to behave, think, and have a personality in line with the values of the organization (Mahyudi, Nuryanti, and Haryetti 2016) . Robbins and Coulter (2010) explained that organizational culture is a set of views on life, principles, culture and ways of working that are shared together and have an influence on the character and actions of organizational members. Organizational culture will color and produce behavior or business activities operationally, which without realizing it will be a force that is able or unable to ensure the continuity of the existence of the organization/company (Wibowo 2013) . Bukit, Malusa, and Rahmat (2017) argue that a strong human resource-oriented organizational culture is able to develop a natural relationship between human resource activities and strategic planning.

The results of research conducted by Mahyudi, Nuryanti, and Haryetti (2016) and Kahpi et al. (2020) explains that organizational culture has a positive and significant influence on employee loyalty. Meanwhile, research conducted by Asriandi, Umar Gani, and Hasbi (2018) and Nuriyah and Azizah (2021) explains that organizational culture has no significant effect on employee loyalty. Based on these results, it indicates that there are findings of the gap in the results of the study, so further research is needed regarding the influence of career development, job satisfaction, and organizational culture on employee loyalty.

Based on the above background, the authors are interested in conducting research with the title "The Effect of Career Development, Job Satisfaction, and Organizational Culture on Employee Loyalty".

This study aims to determine:

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1. To find out career development partially affects the loyalty of Logistics Company employees in Surabaya .
2. To find out job satisfaction partially affects the loyalty of Logistics Company employees in Surabaya .
3. To find out the organizational culture partially affects the loyalty of Logistics Company employees in Surabaya .
4. To find out career development, job satisfaction, and organizational culture simultaneously affect the loyalty of Logistics Company employees in Surabaya .

1.1 Review of Theory and Hypotheses

1.1.1. Career development

In the context of individual and organizational goals, career development is a process of increasing individual work abilities in order to achieve the desired career. Wibowo in Willy Rizky Utami & Dwiatmadja, (2020) states that individuals will be able to develop and be able to work productively and provide satisfactory results, one of which is improving the quality of human resources by providing opportunities and confidence in employee career development. Career development is an effort to improve the technical, theoretical, and moral abilities of employees in accordance with the needs of the job or position through education and training, where education will increase the theoretical and moral skills of employees, while training aims to improve the technical skills of the employee 's work (Hasibuan 2007).

1.1.2. Job satisfaction

Job satisfaction and dissatisfaction are moderating variables that will significantly affect an organization's employees or human resources to be loyal through mutually agreed commitments (Widhiastuti 2012) . Employees who are satisfied with their work will work hard with their energy and ability to work optimally in order to achieve company goals (Suyono et al. 2021) . Mahyudi, Nuryanti, and Haryetti (2016) argue that "if a person is at the desired level of job satisfaction, his commitment level to be loyal to the company will also increase". Fred Luthans, (2011) argues that job satisfaction is a happy emotional condition or someone's positive or happy emotions resulting from the evaluation of a job or work experience.

1.1.3. Organizational culture

A strong and rooted organizational culture will be able to make a significant contribution to organizational members in terms of a clear and straightforward understanding of a problem being solved (Nurlaila 2012) . Organizational culture is a shared perception held by members of the organization and becomes a system of shared meanings held by members that distinguishes the organization from other organizations (Robbins and Judge, 2008) . Benjamin (2017) argues that "a strong human resource-oriented organizational culture is able to develop a natural relationship between human resource activities and strategic planning".

1.1.4. Employee Loyalty

Employee loyalty is an attitude of liking the organization and a willingness to strive at a high level of effort for the benefit of the organization in order to achieve goals and do as much as possible to produce the best products for the company (Chaerudin, Rani, and Alicia 2020) . Employee loyalty to the organization is a continuous process and is an individual experience when joining an organization. Work loyalty will be created if employees feel fulfilled in meeting the necessities of life from their work, so that they feel at home working in a company (Soegandhi, Sutanto, & Setiawan, 2013) . This loyalty is reflected in the willingness of employees to protect and safeguard the organization from irresponsible individuals inside and outside their jobs.

1.2. Framework

The framework of thought in this research can be seen in the following figure:

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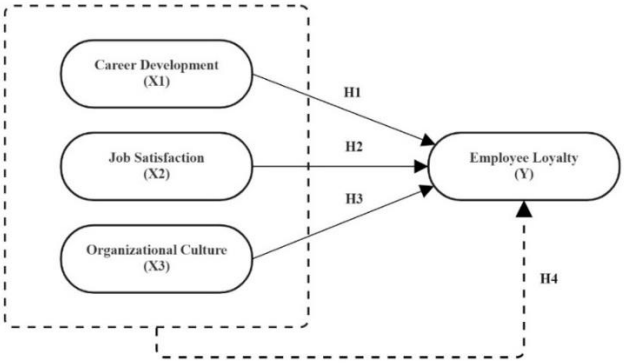


Figure 1Research Framework

Information:

Partial Relationship

Simultaneous Relationship

1.3. Hypothesis

Based on the above framework, a hypothesis can be made as follows :

H1 : Career Development has a partial and significant effect on Employee Loyalty

H2 : Job Satisfaction has partial and significant effect on Employee Loyalty

H3 : Organizational Culture has a partial and significant effect on Employee Loyalty

H4 : Career Development, Job Satisfaction, and Organizational Culture have a simultaneous and significant effect on Employee Loyalty

2. Method

This research was carried out at a Logistics Company in Surabaya with the consideration that the data and information needed were easy to obtain and very relevant to the subject matter of this research study. The type of research used in this study is quantitative analysis (quantitative research). This study was used to provide an assessment of each employee's answer in the form of a questionnaire, to test the validity and reliability of the questionnaire as a research instrument and to determine the percentage of employee loyalty of the Logistics Company in Surabaya. The population is the total number that will be the object of research, namely all employees of the Logistics Company in Surabaya. Based on the total population at the Logistics Company in Surabaya as many as 74 employees , The sample in this study is the entire population, so this research is also called population research, which is as many as 74 employees .

The types of data obtained from this research are primary data and secondary data. Data collection techniques used in this study are in the form of observation, interviews, documentation studies, questionnaires, and literature. The distribution of questionnaires conducted by researchers used a Likert scale (points 1-5) to measure social phenomena by looking at perceptions of employees of a Logistics Company in Surabaya. Each variable to be measured will be grouped into variable indicators that will be converted into statement instruments that will be included in the research questionnaire. Before testing the research hypothesis, the validity and reliability of the questionnaire and the classical assumption test are first tested, to ensure that the multiple linear regression test can be used in the study, the validity and reliability tests and classical assumptions must be met first. The analytical method used in this study is multiple regression analysis with t and F tests. The analysis was carried out using the SPSS (Statistical Package for Social Science) version 25 program.

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3. Results and Discussion

3.1. Validity and Reliability Test Results

Table 1Data Quality Test Results

Variable	Statement Items	Validity test		Reliability Test	
		Pearson Correlation	Information	Alpha Cronbach (α)	Information
Career development (X_1)	X1._1	0.550	Valid	0.757	Reliable
	X1._2	0.713	Valid		
	X1._3	0.729	Valid		
	X1._4	0.706	Valid		
	X1._5	0.401	Valid		
	X1._6	0.679	Valid		
	X1._7	0.666	Valid		
	X1._8	0.468	Valid		
Job Satisfaction (X_2)	X2._1	0.674	Valid	0.798	Reliable
	X2._2	0.651	Valid		
	X2._3	0.679	Valid		
	X2._4	0.699	Valid		
	$X_{2.5}$	0.770	Valid		
	X2._4	0.597	Valid		
	$X_{2.5}$	0.645	Valid		
Organizational Culture (X_3)	X3._1	0.716	Valid	0.812	Reliable
	X3._2	0.735	Valid		
	X3._3	0.645	Valid		
	X3._4	0.619	Valid		
	$X_{3.5}$	0.617	Valid		
	$X_{3.6}$	0.550	Valid		
	X3._7	0.817	Valid		
Employee Loyalty (Y)	Y._1	0.582	Valid	0.740	Reliable
	Y._2	0.627	Valid		
	Y._3	0.599	Valid		
	Y._4	0.756	Valid		
	Y._5	0.636	Valid		
	Y._6	0.745	Valid		

Source: SPSS Output Data, 2022

From the results of the validity test, it shows that all data have been declared valid because the Corrected Item - Pearson Correlation as a whole has a value greater than the Limit Value of 0.3 and the reliability test shows all items are reliable because the results of Cronbach's Alpha are stated to be greater than 0.60. Therefore, all statement items on the questionnaire are valid or able to reveal something that is measured by the questionnaire so that it can be used for further analysis

3.2. Normality Test Results

Table 2Data Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		74
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	1.54423101
Most Extreme Differences	Absolute	0.080
	Positive	0.080
	negative	-,048
Test Statistics		0.080
asymp. Sig. (2-tailed)		,200 c,d

a. Test distribution is Normal.
b. Calculated from data.
c . Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

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Source: SPSS Output Data, 2022

Based on the results of SPSS output, it is known that the Asymp value. Sig. (2-tailed) of 0.200 more than 0.05 so it can be concluded that the Kolmogorov-Smirnov normality test is normally distributed.

3.3. Multicollinearity Test Results

Table 3Multicollinearity Test Results
Coefficients a

Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	6,409	1,818		
	X1	,149	,064	,582	1,718
	X2	,245	,081	,396	2,524
	X3	,270	,102	,280	3,572

a. Dependent Variable: Y
Source: SPSS Output Data, 2022

In the table it can be seen that the Tolerance value of the career development variables (X1), job satisfaction (X2), and Organizational Culture (X3) > 0.1 and the VIF value < 10. This indicates that there is no multicollinearity problem between independent variables in the model. regression.

3.4. Heteroscedasticity Test Results

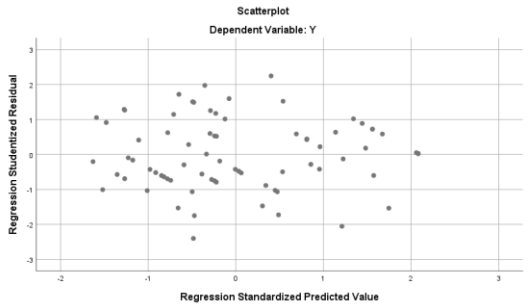


Figure 2. Heteroscedasticity Test Results
Source: SPSS Output Data, 2022

Based on the picture above, it can be seen that the dots spread randomly and do not form a certain pattern, and are spread above and below 0 on the Y axis, it can be concluded that there is no heteroscedasticity problem. Thus, this regression model is feasible to use to determine the effect of the independent variables (career development, job satisfaction, and organizational culture) on the dependent variable (employee loyalty).

3.5. Multiple Linear Regression

Table 4Multiple Linear Regression Test Results
Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,409	1,818		3,525	.001
	X1	,149	,064	,219	2,333	,023
	X2	,245	,081	,345	3.032	,003
	X3	,270	,102	,360	2,657	,010

a. Dependent Variable: Y
Source: SPSS Output Data, 2022

From the table above, the constant results are 6.409 and the career development regression direction score (X1) is 0.149, the job satisfaction regression direction score (X2) is 0.245 and the organizational culture

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regression direction score (X3) is 0.270. Based on the results that have been obtained, the multiple linear regression equation is obtained, namely:

Y = 6.409 + 0.149 X 1 + 0.245 X 2 + 0.270 X 3

1. Constant = 6.409

This means that if the variables of career development (X1), job satisfaction (X2), and organizational culture (X3) are worth 0 then employee loyalty is worth 6.409 units.

2. Coefficient X1 = 0.149

The career development variable has a coefficient value of 0.149. This indicates that if the Career Development variable (X 1) is increased by 1 (one) unit, it will result in an increase in Employee Loyalty of 0.149. In addition, the better the career development, the higher the employee loyalty.

3. Coefficient X2 = 0.245

The job satisfaction variable has a coefficient value of 0.245. This indicates that if the Job Satisfaction (X2) variable is increased by 1 (one) unit, it will result in an increase in Employee Loyalty of 0.245. In addition, the higher the job satisfaction, the higher the employee loyalty.

4. Coefficient X3 = 0.270

The organizational culture variable has a coefficient value of 0.270. This indicates that if the Organizational Culture variable (X 3) is increased by 1 (one) unit, it will result in an increase in Employee Loyalty of 0.270. In addition, the better the organizational culture, the higher the employee loyalty.

3.6. t Test Results

Table 5Partial Test Results (T-Test)

Variable	Significance	T count	T table	Conclusion
Career development	0.023	2,333	1,994	H1 Accepted
Job satisfaction	0.003	3.032	1,994	H2 Accepted
Organizational culture	0.010	2,657	1,994	H3 Accepted

1. Hypothesis 1: The effect of career development on employee loyalty

To test the hypothesis used t test which shows the partial effect of career development variable (X1) on employee loyalty variable (Y).

Based on the table above, it is known that the t value of job satisfaction is 2,333 > $t_{\text{table } 1,994}$ and the significance level is 0.023 < 0.05, which means H1 is accepted. This means that the career development variable (X1) partially has a positive and significant effect on employee loyalty (Y). This result implies that the better the level of career development, the higher the employee loyalty.

2. Hypothesis 2: The effect of job satisfaction on employee loyalty

To test the hypothesis used t test which shows the partial effect of job satisfaction variable (X2) on employee loyalty variable (Y).

Based on the table above, it is known that the t value of job satisfaction is 3.032 > 1.994 and the significance level is 0.003 < 0.05, which means H1 is accepted. This means that the variable job satisfaction (X2) has apartially positive and significant effect on employee loyalty (Y). This result implies that the higher the job satisfaction, the higher the employee loyalty.

3. Hypothesis 3: The effect of job satisfaction on employee loyalty

To test the hypothesis used t test which shows the partial effect of organizational culture variable (X3) on employee loyalty variable (Y).

Based on the table above, it is known that the t value of organizational culture is 2.657 > 1.994 and the significance level is 0.010 < 0.05, which means H1 is accepted. This means that the organizational culture variable (X3) partially has a positive and significant effect on employee loyalty (Y). This result implies that the better the organizational culture, the higher the employee loyalty.

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3.7. F Test Results

Table 6. Simultaneous Test Results (F Test)
ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	310,137	3	103.379	41,570	,000 b
	Residual	174,079	70	2,487		
	Total	484.216	73			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2
Source: SPSS Output Data, 2022

Based on the F test table above, it is known that the significance value for the effect of X1, X2, and X3 simultaneously on Y is 0.00 < 0.05 and the calculated F value is 41,570 > F table 2.74. Therefore, it can be concluded that career development (X1), job satisfaction (X2), and organizational culture (X3) simultaneously have a significant effect on employee loyalty (Y).

3.9. Coefficient of Determination Test Results

Table 7. R and R^2 Determination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,800 a	,640	,625	1.57697

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y
Source: SPSS Output Data, 2022

From the results of the output table above in the *Adjusted R Square column* the contribution of career development variables, job satisfaction, and organizational culture to employee loyalty is 0.625 or 62.5 %. While the remaining 37.5 % is influenced by other variables not included in this study, such as compensation variables, organizational commitment, work environment, and others.

4. Discussion

This study was conducted to discuss the effect of independent variables (career development, job satisfaction, and organizational culture) on the dependent variable (employee loyalty) in a Logistics Company in Surabaya. From the results of testing data involving 74 employees at a Logistics Company in Surabaya using the SPSS version 25 program, the following results were obtained:

4.1. The effect of career development on employee loyalty

Based on the results of the tests that have been carried out and the results of the hypothesis test, obtained that the career development variable has a positive and significant effect on the loyalty of the Logistics Company employees in Surabaya. This is because the t value of job satisfaction is $_{2,333}$ > 1,994 and the significance level is 0.023 < 0.05. Thus the career development variable partially has a positive and significant effect on employee loyalty. This means that if career development increases, the work loyalty of Logistics Company employees in Surabaya will also increase, and vice versa. The results of this study are in line with research conducted by Utami, Vrisna, and Dwiatmadja (2020) entitled "The Effect of Career Development, Work Motivation and Compensation on Employee Work Loyalty (Case Study on Employees of PT. Tribun Berita Online)" resulting in the conclusion that the variable Partially tested career development which has a positive and significant effect on employee loyalty at PT. Online News Tribune.

4.2. The effect of job satisfaction on employee loyalty

Based on the test results that have been carried out and the results of the hypothesis test, the job satisfaction variable has a positive and significant effect on the loyalty of the Logistics Company employees in Surabaya. This is because the t value of job satisfaction is 3.032 > 1.994 and the significance level is 0.003 < 0.05. Thus the variable job satisfaction has a partially positive and significant effect on employee loyalty. This means that if job satisfaction increases, the work loyalty of Logistics Company employees in Surabaya will also increase, and vice versa. The results of this study are in line with research conducted by Ayu and Adnyani (2019) entitled " The Effect of Job Satisfaction in Danwork–Life Balance on Employee Loyalty" concludes that

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job satisfaction has a positive and significant effect on the loyalty of permanent employees in the medical department of RSU. Puri Raharja.

4.3. The influence of organizational culture on employee loyalty

Based on the results of the tests that have been carried out and the results of the hypothesis test, the organizational culture variable has a positive and significant effect on the loyalty of the Logistics Company employees in Surabaya. This is because the t - $_{\text{count value}}$ of organizational culture is 2.657 > 1.994 and the significance level is 0.010 < 0.05. Thus, the organizational culture variable partially has a positive and significant effect on employee loyalty. This means that if the organizational culture is getting better, the work loyalty of Logistics Company employees in Surabaya will increase, and vice versa. The results of this study are in line with the research conducted by Kahpi et al. (2020) entitled " The Role of Organizational Culture against Employee Loyalty in the Manufacturing Industry of Musical Instrument Assembly" concluded that organizational culture has a positive and significant impact on employee loyalty.

4.4. The effect of career development, job satisfaction, and organizational culture on employee loyalty

Based on the results of the tests that have been carried out and the results of hypothesis testing, it is obtained that career development, job satisfaction, and organizational culture have a joint effect on the loyalty of Logistics Company employees in Surabaya . This can be seen from the significance value of 0.00 < 0.05 and F $_{\text{calculated}}$ 41.570 > F $_{\text{table}}$ 2.74. It is concluded that career development, job satisfaction, and organizational culture have a joint effect on employee loyalty.

5. Conclusion

Based on the results of the questionnaire data processing that the author did using the SPSS program , it was found that there was an influence between Career Development Variables (X1), Job Satisfaction (X2) and Organizational Culture (X3) on Employee Loyalty (Y) at a Logistics Company in Surabaya . The following conclusions according to the author:

1. Based on t test (partial) between career development variables and employee loyalty, it was found that the t - count value of 2.333 was greater than t - table . And the significance level of 0.023 is smaller than 0.05. This means that the career development variable (X1) has a partially positive and significant effect on employee loyalty (Y). And implies that the higher the career development , the employee loyalty increases . This shows the results of the analysis of the first hypothesis " Career development partially has a significant positive effect on Employee Loyalty" is proven true.
2. Based on t test (partial) between the variables of job satisfaction and employee loyalty, it was found that the t - count value of 3.032 was greater than t - table . And the significance level of 0.003 is smaller than 0.05. This means that the job satisfaction variable (X2) has a partially positive and significant effect on employee loyalty (Y). And implies that the higher the job satisfaction , the employee loyalty increases . This shows that the results of the analysis of the first hypothesis " Job Satisfaction partially has a significant positive effect on Employee Loyalty" is proven to be true.
3. Based on t test (partial) between organizational culture variables on employee loyalty, it was found that the t - count value of 2.657 was greater than t - table . And the significance level of 0.0 10 is smaller than 0.05. This means that the organizational culture variable (X3) has a partially positive and significant effect on employee loyalty (Y). And implies that the higher the organizational culture , the employee loyalty increases . This shows that the results of the analysis of the first hypothesis " Organizational Culture partially has a significant positive effect on Employee Loyalty" is proven true.
4. F calculated value is stated as 41,570 and is greater than the F table 2,74 . This means that Ho is rejected and Hi is accepted. And the significant value is 0.000 less than 0.05 . Therefore, the fourth hypothesis "Career Development, Job Satisfaction, and Organizational Culture simultaneously have a significant effect on Employee Loyalty" is proven true. Thus Career Development (X1), Job Satisfaction (X2) and Organizational Culture (X3) simultaneously have a significant effect on Employee Loyalty (Y).

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SWOT Analysis in Improving Service to the Community in Jepara Village Surabaya City

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Abstrack

The purpose of the study was to determine the quality of public services at the Jepara sub-district office, Bubutan sub-district, Surabaya and to determine the factors that influence the quality of public service at the Jepara sub-district office, Bubutan sub-district, Surabaya. Descriptive qualitative data analysis to provide an overview of the research problem. In data collection, the methods used are observation, interviews, and documentation. This research was conducted at the Jepara Sub-District Office using SWOT, because by using SWOT, the Jepara Sub-District office can identify and determine the strengths, weaknesses, opportunities, and threats at the Jepara Sub-District office which aims to determine the condition of the Jepara Sub-District office by maximizing the strengths (Strengths), and opportunities (Opportunities), but can also face weaknesses (Weaknesses) and threats (Threats). In the SWOT analysis that has been carried out at the Jepara Village office, it can be seen that the Jepara Village office is included in the quadrant 1 strategy which means it supports an aggressive strategy, therefore in organizational development that will have a very large opportunity, so this can be a good consideration for the Village. Japan. Implementation in the development of this SWOT analysis is to improve public services at the Jepara Village office.

Keywords:
Public Service Quality

1. Introduction

Public services are all forms of services carried out by public service providers as an effort to fulfill public needs in the implementation of laws and regulations. The implementation of public service providers by government officials creates prosperity. Public services as all forms of services, public services which in principle are the responsibility and are carried out by central or regional government agencies in the context of efforts to meet the needs of the community and in the context of implementing the provisions of laws and regulations . Along with the implementation of a decentralized system.The public service law has a different character from the law in general, because this law regulates how the system and mechanism for administering government, also includes the interests of the people, namely how to empower the people as well as possible so that they can enjoy and take advantage of public services. In addition, it also regulates the government's right to be more disciplined and improve its performance. Along with that, the community's guidance togetting quality services continues to improve from time to time. These demands are growing along with the growing awareness that citizens have the right to be provided with services. To realize the rights of the community, it is required good work effectiveness from government agencies. Some of the reasons for dissatisfaction for each element presented by respondents are as follows:

Tabel 1. Number of Public Complaints Against Services in Jepara Village, Subaya city. Periode February 2022 to April 2022

No	Service element	2022		
		February	March	April
1	Competency of Implementing Officer. (delay in handling complaints)	5	7	8
2	Service time for e-KTP settlement	2	3	5

Source: Jepara Village, Surabaya City (2022)

As for the suggestions given by the community to improve services, the officers are more agile and responsive to residents' complaints, especially residents and faster for E-KTP management services.

According to Hardiyansyah (2018) defines that "service can be interpreted as an activity that is given to help, prepare, and manage whether it is in the form of goods or services from one party to another". Service is

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essentially a series of activities, therefore the service takes place regularly and continuously, covering all organizational life in society. The intended process is carried out in relation to meeting the needs of the recipient and the service provider.

In government regulation No. 73 of 2005 concerning Village Administration, the Village Government is obliged to provide guidance to every member of the community in order to realize the duties of regional autonomy as it should have been stipulated in the regulations and in the implementation of its duties and functions. government, development, and social sectors.

The public services provided by the state to the community have not been maximized, to overcome this problem The government issued the National Movement for Mental Revolution as mandated by Presidential Instruction Number 12 of 2016 concerning the National Movement for Mental Revolution. Through this National Movement, it is hoped that a new Indonesian human will be realized, namely Indonesian people who have a perspective, way of thinking, and way of working based on integrity, work ethic and mutual cooperation in providing public services..Head of PKP2A IV LAN Ir. Faizal Adriansyah, M.Si in front of the participants of the Mental Revolution Training in Aceh Besar Province which was held on February 20, 2018.

Through the performance of the Village Government employees to form an organizational structure, The government is expected to be able to show its real work contribution in improving the quality of services, especially in the village government order in providing services to the community. As an effort to improve the quality and guarantee the provision and the population from abuse of authority in the administration of public services in an organizational forum, both government and private.

The Jepara Village Office is a dynamic government work unit in carrying out its function as a service center in its area. The types of services at the Jepara Village Office include, cover letters for identity cards, cover letters for family cards, business certificates, certificates of domicile, certificates of underprivileged, certificates of heirs, certificates of land ownership, birth certificates, letters of information on the addition of the name on the family card. The service process at the Village Office can be seen from the employee staff as service providers at the office, staff employees who are the backbone of the work unit at the Village office. The increasing importance of service quality for improving public services at the Jepara Village office, according to the results of research on the quality of services carried out by the apparatus in the Jepara Village District has not been maximized, which is still causing dissatisfaction from the community, including many people who come more than 2 (two) times to take care of various needs such as cover letters for family cards, cover letters for identity cards, and others. This is due to the inaccuracy of service time, responsibility and convenience, comfort, and friendliness have not fully gone well as expected.

From this description, the service of staff employees in carrying out public services continues to be improved. Public services carried out by the Regency Government are public services at the Jepara Village Office, Bubutan District, Surabaya City. Based on the description above, the research conducted research with the title: "SWOT Analysis in Improving Services to the Community in Jepara Village, Surabaya Municipality".

1.1. Literature Review

1.1.1. Empirical Overview

QUALITY OF PUBLIC SERVICES (Study of Population Administration Services in Cipatujah District, Tasikmalaya Regency)Dynamics : Scientific Journal of State Administration Science e-ISSN 2614-2945 Volume 7 Number 1, April 2020 By : Dasep Dodi Hidayah Dasephidayah89@gmail.com YPPT School of Administration Tasikmalaya (Hidayah & Dodi, 2020). This study aims to find out how the quality of public services in population administration in Cipatujah District, Tasikmalaya Regency. The main problem is that the quality of public services in population administration is still not optimal.

This research is a descriptive study using a qualitative approach, data collection techniques were carried out by means of observation, interviews and documentation. The results show that the quality of public services in Population Administration in Cipatujah District, Tasikmalaya Regency is still not optimal. CHALLENGES OF PUBLIC SERVICE QUALITY IN LOCAL GOVERNMENTS.Robi Cahyadi Kurniawan Department of Government Science, University of Lampung. ISSN: 2087-0825 Kurniawan (2016) public services have become the initial reference for the government, especially local governments in setting service standards for people who use government services. Based on data from the Ombudsan RI, service standards require a relatively long time in practice. This paper describes the inhibiting factors for public services, challenges faced by local governments, problems that arise such as administrative malpractice, to the need for service synergy between local governments and the Indonesian Ombudsman to accelerate service quality, to the idea ofelectronic governmentby using fully connected information technology. This paper is based on literature research with secondary data analysis, through several existing studies on local governments in Indonesia. with the portion of the bureaucracy on the side that is more problematic in public services.

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1.1.2. Definition of Public Service

Public service is one of the needs in order to fulfill the appropriate service in legislation. Fulfillment of needs is a basic right for every citizen and resident to obtain administrative services that have been provided by the government in providing maximum and good public services.

Public services regulate the rights and obligations of public service providers and there are sanctions for violators. Therefore, the Public Service Law has a coercive, binding nature and regulates public relations as beneficiaries of public services with implementers and providers of public services. The purpose of establishing the Public Service Law is the same as the formation of law in general, namely to create goodness, ensure justice and order in social life. The desired good in the law of public service isGood governanceandClean Government. Public service law, like law in general, can also be used as a tool to create a social order within the territory of the Unitary State of the Republic of Indonesia (Putra, 2020).

1.1.3. SWOT Analysis

In order for the strategy of the company or organization to be formulated effectively, it is necessary to be able to information about the strengths, weaknesses, opportunities and threats related to the conditions and situations of the Company or the organization. One method to find out the strengths, weaknesses, opportunities and threats of a company or organization is a SWOT analysis.

SWOT is an acronym for Strengths (strength), weaknesses (weakness), opportunities (opportunity), andthreats (threats), According to Griffin (2004:248) SWOT analysis is an evaluation of strengths(strengths) and weakness(weakness)a careful internal audit of an organization, as well as an evaluation of opportunities(opportunities)and threats(threats)from the environment.

According to Freddy (2006) the tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the Company can be adjusted to its strengths and weaknesses. This matrix can produce four sets of possible strategic alternatives (Freddy, 2006).

Tabel 2. SWOT Matrix

IFAS EFAS	Strengths (S) Determine 5-10 factors-internal strength factor	Weaknesses (W) Determine 5-10 factors of internal weakness
Opportunities (O) Define 5-10 opportunity factor external.	Strategi SO Create a strategy that use power to take advantage of opportunity.	Strategi WO Create one that minimizes weaknesses for take advantage of opportunities.
Threats (T) Define 5-10 threat factor external	Strategi ST Create a strategy that use power to deal with threats.	Strategi WT Create a strategy that minimize weaknesses and avoid threats.

Source : SWOT Analysis Business Case Dissecting Techniques (2017:26)

The four possible alternative strategies that can be developed are as follows:

1. SO Strategy : This strategy is based on the Company's mindset, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible.
2. ST Strategy : strategy in using the Company's strengths to overcome threats.
3. WO Strategy : this strategy applied based on utilization opportunity which there is with method minimize existing weaknesses.
4. WT Strategy : is based on activities that are defensive in nature and try to minimize existing weaknesses and avoid threats. This stage is to generate reasonable alternative strategies, not to select or determine which strategy is the best. Therefore, not all strategies developed in the SWOT Matrix will be selected for implementation (Fred, 2011).

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1.1.4. Framework of Thinking

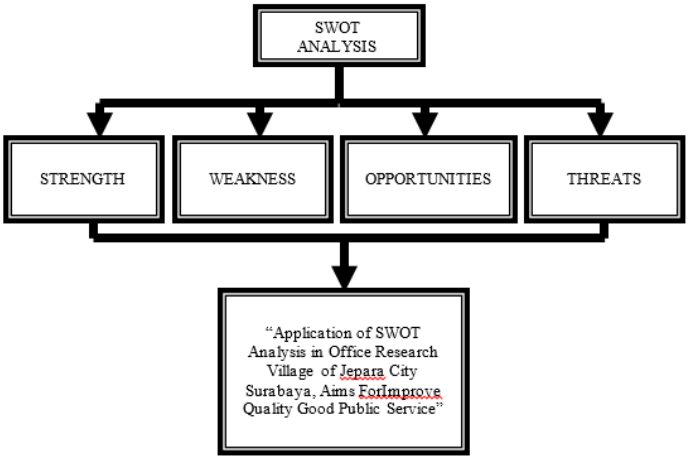


Figure 1. Framework of Thinking

2. Research Method

This type of research is in the form of qualitative descriptive. Qualitative research is research about research which is descriptive and tends to use analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts on the ground. In addition, the theoretical basis is also useful for providing an overview of the research background and as a material for discussing research results. There is a fundamental difference between the role of theoretical foundations in quantitative research and qualitative research. In quantitative research, research departs from theory to data, and ends in acceptance or rejection of the theory used: whereas in qualitative research research starts from data, utilizes existing theory as explanatory material, and ends with a "theory".

2.1. Data Collection Technique

1. Observation : Observations are used as the first technically carried out directly on the company in various problems that arise in the object of research in connection with the existing problems.
2. Documentation : Documentation is used in collecting data regarding the data studied. Documentation is a technique by viewing, recording, and using documents such as the financial statements of the company under study.
3. Live Interview : What is meant by interview according to Nazir (1988) is the process of obtaining information for research purposes by way of face-to-face questioning between the questioner or interviewer and the answerer or respondent using a tool called an interview guide interview guide.

2.2. Data Analysis Technique

1. EFAS and IFAS

SWOT analysis compares external factors of opportunities and threats with internal factors of strengths and weaknesses. Internal factors are entered into a matrix called the internal strategy factor matrix or IFAS(Internal Strategic Factor Analysis Summary).External factors are entered into a matrix called the EFAS external strategy factor matrix(External Strategic Factor Analysis Summary).

The data analysis mode used is SWOT analysis. The strategic planning method used to evaluate strengths(strengths), weakness(weaknesses), opportunity(opportunities), threat(threats) in a public service.

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a. Strenght (S)

That is an analysis of the strengths, situations or conditions that are the strengths of an organization or company at this time. What needs to be done in this analysis is that each company or organization needs to assess its strengths and weaknesses. For example, if the company's strength is superior, then that advantage can be utilized for better quality.

b. Weaknesses (W)

Namely analysis of weaknesses, situations or conditions that are weaknesses of an organization or company at this time. It is a way of analyzing weaknesses in a company or organization that are a serious obstacle in the progress of a company or organization.

c. Opportunity (O)

That is the analysis of opportunities, situations or conditions which are opportunities outside an organization or company and provide development opportunities for the organization in the future. This method is to look for opportunities or breakthroughs that allow a company or organization to develop in the future or in the future.

d. Threats (T)

Namely threat analysis, how to analyze the challenges or threats that must be faced by a company or organization to deal with various kinds of unfavorable environmental factors in a company or organization that cause setbacks. If not addressed immediately, the threat will become a barrier for a company or organization concerned, either, in the future.

3. Research Results And Discussion

3.1. Description of Research Object

This research was taken at one of the urban village offices in Central Surabaya, which is more precisely in the Jepara Village office, Surabaya City. The Jepara Village Office is located in the Jl. Raya Demak No. 276 Surabaya. The Jepara Village Office itself has the following building sizes. The area of the Jepara Village office building is 160.00 m2and the width of the road is 10 m2, the Jepara Village Office itself does not have a parking area, for the condition of the Jepara Urban Village office it is still suitable for use because it has just been renovated. The Village office building consists of 3 floors, the 1st floor is used for public services and the 2nd floor is used as an office or place for the Lurah to work and the 3rd floor is used as a meeting room.

In the Jepara village area, there are a total of 25,162 inhabitants, consisting of 12,524 male residents and 12,637 female residents, and there is 1 male resident with foreign citizenship (WNA).

Tabel 3. Population of Jepara Village
Population Data by Gender

WNI		Total	WNA		Total
Male	Woman	WNI	Male	Woman	WNA
12;524	12,6337	25,161	1	0	1

Total Overall Citizens : 25,162

3.2. Jepara Urban Village Organizational Structure

In this Jepara Village, the highest leadership in the organizational structure of the Village is entrusted to Mrs. Tiena Wahjuningsih Pribadi, SH, M.Hum, Mrs. Tiena in carrying out her village duties assisted by Nur Ening Minarni, SE who serves as the village secretary. Then there is the Trantibum (Public Peace and Order) section headed by Mr. Diah Firdaus Rachmatullah, ST. and there is a Development section headed by Ms. Suratin Widya Astuti, ST. Mr. Sugeng Priyadi, SS who was entrusted as the head of the General and Personnel Sub-Section, and there were several staff who assisted in carrying out the village tasks, including Sugiono, Agus Sudjarwo, Faradila and Priyo Utomo, Eddy Hendratno, S.Pd, and Slamet Rijadi.

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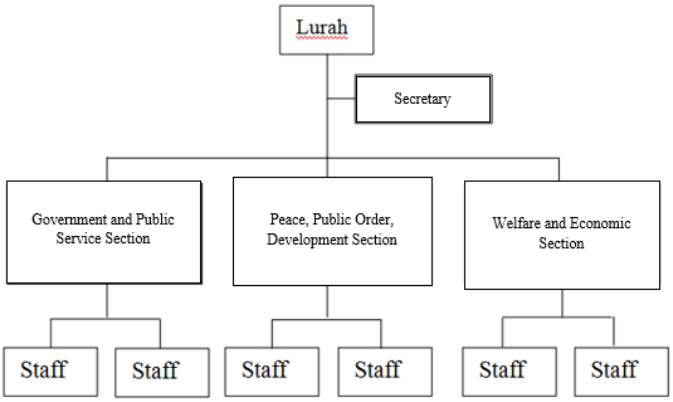


Figure 2. Organizational Stucture of Jepara Village

3.3. SWOT Analysis

From the results of data collection that has been carried out, the elaboration of the SWOT analysis in Jepara Village is as follows:

The table below is a description of the strengths, weaknesses, opportunities, and threats found in Jepara Village. and below are the SWOT factors found in Jepara Village which have been analyzed:

Tabel 4. SWOT Analysis

Strenghts	Weaknesses
Prioritizing good and friendly community service. Prioritizing good and friendly public services is one of the mandatory tasks for the Government and Public Service Section. Discipline in serving the public administration. One example is the discipline of working time. Facilitating the administrative process of its citizens, one example of making an ID card.	Lack of adequate facilities at the Jepara Village office. Lack of coordination between leadership and staff. The slow process of public services at the Jepara Village office.
Opportunities	**Threats**
Annual deliberative forum of stakeholders to agree on the Development Work Plan (RKP) for the planned fiscal year. The proximity of Jepara Village office employees to the people of the Village area.	Rapid technological advances. Lack of security system in the Village Office.

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3.3.1. IFAS Matrix Factor Analysis (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)

1. Internal Factors

Tabel 5. Resulte of IFAS Analysis (Internal Factor Analysis Summary)

No	Strength	Weight	Rating	Weight x rating
1.	Prioritizing service nice and friendly community.	0,10	4	0,40
2.	Prioritizing service the public in a good and friendly manner is one of the mandatory tasks for the Government Section and Public service.	0,20	3	0,60
3.	Discipline in serving the public administration. One of the example discipline of working time.	0,15	4	0,60
4.	Make it easy in administrative process its citizens is an example of making an ID card.	0,15	3	0,45
	Total Strength Factor	0,60		2.05
No	Weakness	Weight	Rating	Weight x Rating
1.	Lack of adequate facilities in the office Japanese Village.	0,10	4	0,40
2.	Lack of coordination between leadership and staff.	0,10	3	0,30
3.	Slow Process Public Service at the Jepara Village office.	0,20	4	0,80
	Total Weakness Factor	0,40		1.5
	Total Internal Factor	1		3.55

Based on the results of the analysis in table 4.1 the strength factor(strength)has a total score of 2.05 while the weakness(weakness)has a total score of 1.5

2. Eksternal Factors

Tabel 6. Results of EFAS Analysis (external factory analysis summary)

No	Opportunity	Weight	Rating	Weight x rating
1.	activities of the annual deliberation forum of stakeholders interest(stakeholders) to agree on the Plan Development Work (RKP) for the fiscal year planned.	0,25	3	0,75
2.	The proximity of Jepara Village office employees to the community in the Village area.	0,25	3	0,75
	Total Threat Factor	0,50		1.5
No	Threat	Weight	Rating	Weight x rating
1.	Rapid technological advances.	0,25	3	0,75
2.	Lack of security system in the Village Office.	0,25	3	0,75
	Total Threat Factor	0,50		1.5
	Total External Factors	1		3

Based on the results of the analysis in table 4.2 opportunity factor(opportunities)has a total score of 1.5 while the threat(threats)has a total score of 1.5 Then the total score of each factor can be broken down into strengths 2.05, weaknesses 1.5 opportunities 1.5 and threats 1.5.

3.3.2. SWOT Analysis Diagram

The result of the IFAS calculation is 0.55 and the EFAS calculation is 0. Results

This calculation is then compiled to determine a SWOT analysis diagram or determine condition points in existing organizations in the village so that it can determine the right system development strategy for the Jepara village. With the value that has been obtained, it can be determined the point of the SWOT analysis diagram at the Jepara sub-district office, namely as follows:

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Figure 4. SWOT Analysis Diagram

The calculation in the diagram above are as follows :
Internal Point = Stenght – weakness = 2.05 – 1.5 = 0.55
External Point = Opportunity – Threat = 1.5 – 1.5 = 0

3.3.3. SWOT Matrix

After calculating the IFAS and EFAS values and making a SWOT analysis diagram that has been done, the next step is to create a SWOT matrix. Below is a SWOT matrix that has been made in accordance with the SWOT analysis that has been made previously:

Tabel 7. Strategy Formulation of The SWOT/TOWS

IFAS EFAS	Strengths (S) 1. Prioritizing good and friendly community service. 2. Prioritizing good and friendly public services is one of the mandatory tasks for the Government and Public Service Section. 3. Discipline in serving the public administration. One example of discipline to working time. 4. Facilitate the administrative process of its citizens, one example of making ID cards.	Weaknesses (W) 1. Lack of adequate facilities at the Jepara Village office. 2. Lack of coordination between leadership and staff. 3. The slow process of public services at the Jepara sub-district office.
Opportunities (O) 1. forum activities annual meeting the holders interest (stakeholders)for agree on plan Development Work (RKP) fiscal year planned. 2. Closeness of employees Jepara Village office with the community village area.	Strategi SO 1. Facilitating the administrative process of citizens, one example of making ID cards. The proximity of Jepara Village office employees to. 2. Prioritizing good and friendly public services is one of the mandatory tasks for the Government and Public Service Section. 3. Work discipline, for now service employees The public in the Jepara Sub-District office is quite disciplined in serving the administration of the community. One of For example, discipline on work time.	Strategi WO 1. Lack of adequate facilities at the Jepara Village office and emphasizing the relevant Dinas for the application of inadequate facilities. 2. Evaluation in public services in order to be better in public services.
Threats (T) 1. Progress technology that fast. 2. Lack security system in the office Ward.	Strategi ST 1. Socialize application use make it easier and speed up service Public.	Strategi WT 1. Request security features to the relevant agencies so that the security system facilities are better awake.

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4. Conclusion

Based on the results of the analysis that has been carried out by researchers on the Jepara Urban Village office in Surabaya, the conclusions that can be drawn by researchers are as follows:

1. From the results of interviews with informants, observations, and documentation, it can be seen Strength (Strength),Weakness(weakness),Opportunities(opportunity),Threats(threats) at the Jepara Urban Village office, Surabaya City.
2. The data analysis method used is SWOT analysis. The strategic planning method used to evaluate strengths(strengths), weakness(weaknesses), opportunity(opportunities), threat(threats)in a public service.
3. Jepara Urban Village Office Surabaya City has an internal strength of 2.05, weaknesses have a score
4. of 1.5, opportunities have a score of 1.5 and threats have a score of 1.5.
5. The results of the SWOT analysis diagram of the Jepara Village Office are in quadrant 1 (one) position which supports an aggressive strategy by using strength to take advantage of long-term opportunities and minimize future threats.

4.1. Suggesstion

The development of information technology or information systems is very much needed by the Jepara Village office in order to meet the needs of good, valid and integrated data and information. The creation of an information system regarding services to the community is considered effective enough to be carried out so that the existing system can be further developed and can maximize the existing opportunities both for the existing facilities and infrastructure in the Jepara Village office area very well and can optimize the work system to the fullest.

There are several things that we need to know and want in public services in the Jepara Village office as follows:

1. The service needs to be accelerated again so that residents who take care of the administration feel comfortable in.
2. In the Jepara Sub-District office regarding rapid technological progress due to the demands that must and must be known by sub-district employees so that in service they can improve the quality of the village for the better.
3. In coordination between leaders and staff, it is necessary to evaluate regularly so that employees understand their

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Analysis of Cost of Production Using the Full Costing Method in Printing Business of Diplomas Map (Case Study on Various Business CVs in the City of Surabaya)

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Abstract

CV. Aneka Usaha is a company in the printing sector that produces diploma maps starting from school base to universities that have problem h price tree production . Cost of goods production on CV. Various businesses are classified as simple which include: cost ingredient raw , energy work , and electricity costs the calculation is considered less right because not yet enter all elements price tree in- house production his efforts . Study this aim . Study this aim for knowing how price tree production use method *full costing* in the diploma map printing business . Study this use method qualitative and technical data collection used are primary and secondary . Techniques used is data analysis . Research results this show that price tree production using full costing get score tall compared with company , according to full costing price tree production in 2019 Rp . 30,924,350/ month , in 2020 Rp. 18,949,800/ bu , in 2021 Rp. 24,067,950/ month , Increase and decrease the full costing value is caused amount production at the company no always stable every year , while method company year 2019 Rp. 30,541,350, in 2020 Rp. 18,825,300, in 2021 Rp. 23,581,950. Suggestions given for CV. Various Businesses, companies should To do calculation to elements price tree production by complete so that could knowing score price tree in- house production company .

Keywords:
Cost of Goods Production , CV. Various Business, Full Costing Method

1. Introduction

Business opportunities are opportunities for entrepreneurs for get profit in reach possible goals increase economy family, open vacancy profession and capable lower number unemployment in Indonesia and not amazed if every year amount company increase big along with needs society. According to the Central Bureau of Statistics amount company industry big and small in the city of Surabaya according to sub-districts in 2020, which is 145 for industry large , 433 for small industries.View from the data convincing that industry the more year the more increase accompanied by with strong competition and variety emerging creativity from entrepreneur .

For reach development business , entrepreneur need use information accountancy in get profit and calculation price tree production the right one . Cost of goods production is expenses incurred company in period certain calculation related with cost ingredient raw , cost power work direct and cost overhead factory. Calculation price tree production is very necessary because more easy in determine price sell and already taken into account by right. With have price tree production more business owners understand how many profit in his business as well as recording accountancy more regularly .

CV. Aneka Usaha is a company in the printing sector that produces diploma maps from elementary school to PT (University) this business stand up since 1998 which is located at JL. Sill Merisi Big East No. 93 Surabaya. Calculation of h price tree CV production . Various businesses use simple calculations whose calculations are cover cost production, power work, and electricity costs the calculation is considered less because it has not enter all elements price tree in-house production business, so that with the complete calculation of the cost of production, the company is expected to get the desired profit

Based on background behind that , then study this aim for To do calculation price tree production use method full cost on CV. Various businesses and this research is done by comparing calculation of the cost of goods manufactured according to the company according to the full costing method.

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1.1. Review Theory

1.1.1. Definition Accountancy

Accountancy according to Sumarsan (2017) is something art for collect, identify, classify, record transactions, as well as related work with finance, so could produce information finance or something report finance that can used by interested parties .

1.1.2. Accounting Cost

Definition accountancy cost according to Mulyadi (2018) is a process done with record, classify, study, make and sell product or service and interpret results of the recording process. Accountancy cost have three destination namely ; determine production costs, control fees, and pick-up decision.

1.1.3. Cost of Goods Production

Cost of goods production is expenses incurred for processed until done ok before nor During period accountancy walk. Whole cost this is cost supplies. Cost supply is whole considered cost as assets in balance sheet when happen and next Becomes price tree sales that will sold on the market.

According to Bustami & Nurlela (2010) in Wardoyo (2016) price tree production is bunch cost production consisting of from ingredient raw straight away. Labor direct, and *overhead* factory added with supply product first, then reduced supply product in the final process. According to Mulyadi (2005) cost production is expenses incurred in management ingredient raw Becomes product.

1.1.4. Method Cost Determination Production

In determine price tree production there is two approach element cost production , approach this is full costing method and *variable costing* . Method the full costing calculation is calculated method all element cost production in the existing production costs element cost ingredient raw , cost power work direct , cost factory *overhead* variables and costs *overhead* factory fixed . Following this element cost production according to Mulyadi (2018) uses method :

Cost ingredient raw	xxx
Cost power work direct	xxx
Cost factory *overhead* variable	xxx
Cost factory *overhead* permanent	xxx
Production cost	xxx

Method *variable costing* . Method this only take into account element cost ingredient raw , cost power work direct , and cost *overhead* factory variable . Following this element cost production according to *variable costs* :

Cost Raw Material	xxx
Labor Cost Direct	xxx
Cost *overhead* Factory Stay	xxx
Production Cost	xxx

1.1.5. Income statement

Report profit make a loss full costing method compiled with elements cost according to connection cost with function tree company . Example in company manufacture consist from production , marketing , and administration and general

Sales proceeds	Rp 500,000
Cost of goods sales (including cost overbead factory fixed)	Rp 250,000
Profit gross	Rp 250,000
Cost administration and general	Rp 50,000
Cost marketing	Rp 75,000
Profit clean business	Rp 125,000
	Rp. 125,000

Report profit make a loss above serve costs according to connection cost with function tree in company manufacturing , that is function production , marketing and administration and general .

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1.1.6. Framework Conceptual

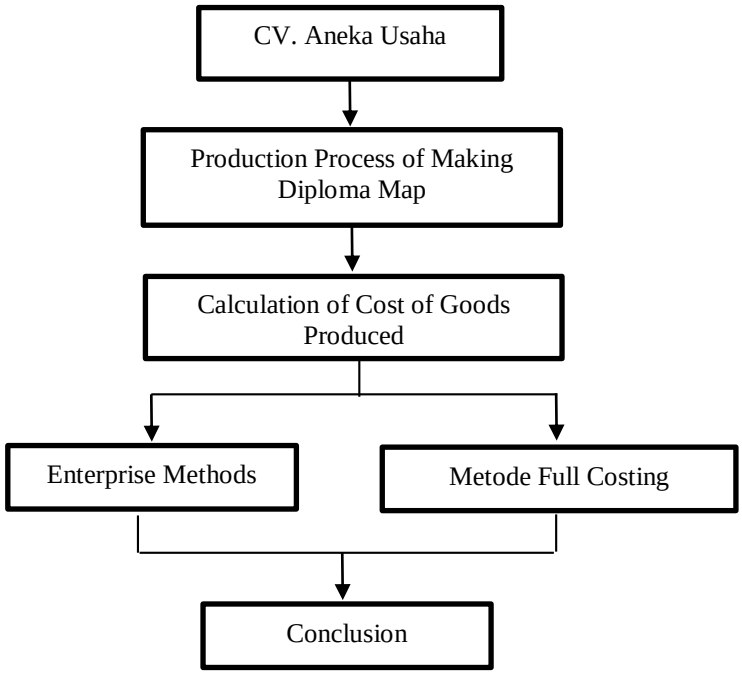


Figure 1. Research Framework

2. Method Study

Type research used is qualitative. Study qualitative according to Sugiyono (2012) types related research with social phenomenon of perspective participant. So that conclusion study qualitative comparative . On research qualitatively carried out researcher is compare calculate o n price tree production CV. Various Businesses with full costing method

Type of data used in study this are qualitative and quantitative data. Understanding qualitative and quantitative data as following :

1. Qualitative data is data that is sentences , words or image (Sugiyono, 2018)
2. Quantitative data is deep data form numbers (Sugiyono, 2018)
3. In study This qualitative data both oral (interview results) and written such as company profile, brief history of business establishment, vision and mission, and division of labor is still each employee CV. Various Business. while research data quantitative is recording price tree production .

3. Results and Discussion

CV. Miscellaneous Business is companies in the field of printing press which was established in 1998. CV. Various Businesses provide service diploma map printing located on Jl. Sill Merisi Great East Gang No. 93, District Wonocolo , Surabaya City, for activity operational CV. This business at first founded UD . Various Businesses with the production process simple with machine nekin , market the product around its environment and the amount employee only one person.

After a number of year late . Drs. HJ. Muntasir have employee as many as 15 people with each task begins from cutting , hot printing, pressing , foil, finishing and so on and the price of a diploma map starting from 2019 Rp. 9,500, in 2020 Rp. 10,000, in 2021 Rp.11,000 this price is only for the diploma folder, while the contents per folder are around 900/sheet. The price of the diploma map has increased which is influenced by the cost of raw materials which increases every year.

In making a diploma map requires materials and tools that must be prepared. The following is the CV production process. Various Business.

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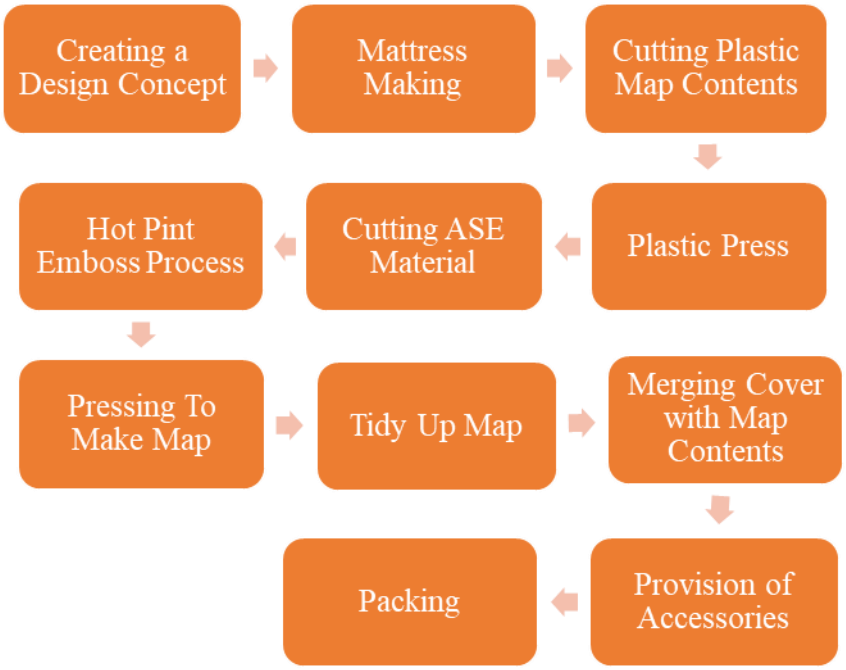


Figure 2. Diploma Map Production Process

4. Sales Data Year 2019-2021

Sales reports consist of products sold, product prices, and others. CV. Various businesses have sales records written in the folio ledger. The following is a sales report for CV. Various Businesses:

Table 1. Cost Production Raw Materials 3,964 D in 1 Month 2019

Number	Month	Product	2019	2020	2021
1	January	Diploma Map	4.342	1.175	1975
2	February	Diploma Map	4.348	379	150
3	March	Diploma Map	2.274	1,626	2,528
4	April	Diploma Map	6.291	76	1.502
5	May	Diploma Map	2.230	594	2,387
6	June	Diploma Map	2,507	1.126	4,539
7	July	Diploma Map	5,228	1.432	1.535
8	August	Diploma Map	6,761	3,241	3.222
9	September	Diploma Map	10,648	1.052	3.914
10	October	Diploma Map	5.825	3152	1.876
11	November	Diploma Map	5.815	4050	3,721
12	December	Diploma Map	3.920	925	7.417
	Total		60.189	18,828	27,349

Table 2. Cost Raw Material

Materials used	Needs	Unit	Unit Price	Amount
ASE	3,964 pcs	pcs	2,000	IDR 7,928,000
Cardboard Laminate 30	7,928 pcs	pcs	1,000	IDR 7,928,000
Foil Paper	2,000 pcs	pcs	50	IDR 100,000
Mika Sheet (Map Contents)	1 sheet	sheet	950	Rp 950
Fringe (Mika Plastic)	7,928 sheets	sheet	350	IDR 2,774,800
Accessories Map (Elbow)	16,000	pcs	80	IDR 1,280,000
Total Cost Main Raw Material				Rp 20,011,750

It can be seen that the cost of raw materials for making ASE maps with a production of 3,964/month generates Rp. 20,011,750 with raw materials namely ASE, cardboard, foil paper, mica sheet, plastic mica and elbows, this cost is the main raw material cost presented at factory overhead costs.

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Table 3. Direct Labor Cost

Number of employees	Amount	Salary/month	Total Salary/month
6 employees	6	Rp 1,585,600	Rp 9,513,600
Total Direct Labor Cost			Rp 9,513,600

From the calculation of direct labor costs in 2019, the salary costs for every 6 people who are hot print workers, pressing, cutting raw materials, combining months are Rp. 1,5856,000/person, if the total results in labor costs of Rp. 9,513,600/month

4.1. Factory Overhead Cost

Factory Overhead Costs in the full costing method, namely variable factory overhead costs and fixed factory overhead costs, factory overhead costs and fixed costs are presented in the following table:

1. Variable Factory Overhead Cost

Table 4. Variable Factory Overhead Cost

Information	Total
Cost Ingredient Helper	IDR 24,000
Electricity Cost	IDR 1,000,000
Cost Fuel	IDR 300,000
Total BOP Variable	IDR 1,324,000

2. Fixed Factory Overhead Cost

Table 5. Fixed Factory Overhead Cost

Information	Total
Maintenance Machine	IDR 75,000
Fixed Total BOP	IDR 75,000
Total BOP	Rp 1,399,000

Total factory overhead variable R p. 1.324,000 and a fixed amount of Rp. 75,000 so that if you get a total of Rp. 1. 399,000. The following is a breakdown of factory overhead costs on the cost of auxiliary materials:

Table 6. Cost of Auxiliary Materials

Materials used	Needs	Unit	Unit Price	Amount
Glue eagle	2	kg	IDR 8,000	IDR 16.000
Rope Rapia 600 gr	1	kg	IDR 3,000	IDR 3,000
Scissor	1	pcs	IDR 5,000	IDR 5,000
Total Cost Main Raw Material				IDR 24,000

3. Cost of Production Map ASE Full Costing Method

Table 7. Cost of Production Map ASE Full Costing Method

Information	Amount
Raw Material Cost	Rp 20,011,750
Direct labor costs	Rp 9,513,600
Factory Overhead Cost	Rp 1,399,000
Total Cost of Production	Rp. 30.0924.350

5. Conclusion

1. CV. Aneka Usaha does not have a simple cost of production which includes raw material costs, labor costs and factory overhead costs
2. In 2019-2021 the cost of production experienced ups and downs, this fluctuation was due to the small number of orders in 2020 so that the company suffered losses and in 2019 and 2020 the company earned good revenues.
3. The calculation of the cost of production using the full costing method obtains higher results than the company's method

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5.1. Suggestion

Based on the results of research in calculating the cost of production using the full costing method in the diploma map printing business, the suggestions are as follows:

1. Share CV. Various Business
   a. CV. Various Businesses should carry out detailed calculations and record calculations every period on a regular basis, so that they can know for sure what expenses actually occur every month
   b. CV Aneka Usaha can use the full costing method, this method is more accurate where all components of production costs are calculated either variable or fixed
2. For Researchers

For further researchers, it is possible to develop the cost of goods manufactured not only on one object of research but on two or three because with more objects, it is hoped that further researchers will be able to obtain information according to the theory of the cost of production and use comparisons between research conducted by the author and other studies.

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