

**ANALYSIS OF EFFECT AGAINST SELLING PRICE SALES VOLUME IN  
PRIMARY AND CHEMICAL INDUSTRY COMPANY SUB CEMENT SECTOR  
LISTED ON THE STOCK EXCHANGE**

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**ABSTRACT:** *The consumption level of Indonesian society, especially in the city of Bandung can be said to be very high to see always full as Factory Outlet shopping center, restaurant, shopping malls, and more. Seeing these conditions that the people of Indonesia can be said consumptive, it is for entrepreneurs or producers used as an opportunity to sell products that are expected to earn profits from the business, and the profits would be affected by sales volume, while sales volume itself will be affected by the sale price of the products this research using descriptive and verification method, the unit of analysis in this study three companies manufacturing base and chemical industry sectors cement sub-sector, with a selection of sample using purposive sampling method, while data analysis techniques used Path analysis. The results showed that the Sale Price has a significant positive effect on the volume of sales in the manufacturing sector of basic industry and chemical sub-sectors listed on the Stock Exchange of cement.*

**KEYWORDS:** Sales Price Volume Sales, Industrial Manufacture

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## **INTRODUCTION**

The consumption level of Indonesian society, especially in the city of Bandung can be said to be very high to see always full as Factory Outlet shopping center, restaurant, shopping malls, and more. Seeing these conditions that the people of Indonesia can be said consumptive, it is for entrepreneurs or producers used as an opportunity to sell products that are expected to earn profits from the business, and the profits would be affected by sales volume, while sales volume itself will be affected by the sale price of the products the.

The Company is established as a profit-oriented organization that makes a profit as much as possible to finance the company's operations and going concern (continuitas effort) and be able to expand its business expansion in the dynamic and competitive environment. To achieve optimum profit or gain, the company's sales volume should be the maximum. (Think Wisnu Wijayanto, 2009)

The sales volume is an important factor in determining the amount of revenue that the company. The sales volume of emphasis on the number of products sold in a particular period during the year (Melvin Pristyo, 2013). The volume of profitable sales should be the primary goal of the company (Adrianus Widya Kristiatio, 2013), especially in this day and age, there are often new policies of the government leading to fluctuations in raw material prices for the supply of products that ultimately the public can use the results of a product the company (Melvin Pristyo, 2013), in realizing the sales volume there are several factors, one of them the ability to take into account the selling price in accordance with the economic conditions of society without ignoring the financial conditions or the capital itself. (Think Wisnu Wijayanto, 2009).

The selling price of a product or service, in addition to affecting the volume of sales or the number of buyers of products or services, will also affect the amount of revenue the company (Y.Puspaningrum, 2006). The selling price is determined more by the strength of demand and supply of products or services in the long term pasaran. Dalam selling price of products or services that are applied should be able to cover all the company's costs and generate profits for the company. (Abdul Halim and Bambang Supomo, 2005: 197)

One cost that must be considered is the company's production costs. Cost of production is one of the things that determine the competition and also have an important role in the survival of the company. Information about the cost, especially the cost of production is very dibutuhkan once, because without cost information, management does not have a measure of whether the input is sacrificed economic value is lower than the value of its output, so it does not have information about their business activities generating income or net income which is indispensable for develop and maintain the company's existence. (Mulyadi, 2005: 10)

www.bisnis.com on Wednesday, September 16, 2015 President Director of Holcim Indonesia Jakarta Gary Schutz said that private cement producer PT Holcim Indonesia Tbk (SMCB) suffered a net loss of Rp138 billion in the first half of this year from a year earlier profit of Rp 452.93 billion due to government controls on the price of cement SOEs. The government's policy to reduce the price of cement SOEs amounted to Rp 3,000 per sack to stimulate increased market requirements also do not efektif. Menyusul with the policy of price declines at the end of 2014. Kenaikan rates have an impact on production costs and distribusi. Holcim Indonesia recorded an increase in production costs in energy factor, depreciation and wages in the first half of this year. Cost of basic electricity tariff increased by 22%, labor costs increased by 32%. Holcim Indonesia until the end of the semester I / 2015 claims that able to maintain a market share of 13.9%, However, total sales volume decreased 4.9%. As the impact of the decrease in sales volume, the company also has a revenue decrease of 1.4%. All factors rising costs, sluggish market, and the cost impact on the organizational restructuring initiative caused company suffered losses of Rp 123 billion in the first half / 2015. From the news can be concluded that PT Holcim Indonesia Tbk, experienced a 4.9% decrease in sales volume, a decrease in the sales volume accompanied by decrease in prices and increase in production costs that the cost of electricity tariffs increased by 22%, labor costs increased by 32%. All these factors cause the company suffered a loss of Rp 123 miliar. Tentu only the above-mentioned phenomenon is different from that supposed to be, if the selling price down the sales volume will increase or it can be said that at the time of selling prices decline, demand will increase and it also will increase the volume of sales, on the contrary, if the selling price increases, demand will decrease and it will decrease the volume of sales.

Based on the description that has been described above, the researchers are interested in finding out about the **Analysis of Effect Against Selling Price Sales Volume In Primary And Chemical Industry Company Sub Cement Sector Listed on the Stock Exchange.**

### **Formulation of the Problem**

How much influence the selling price to sales volume in the company's manufacturing base and chemical industry subsectors listed cement in Indonesia Stock Exchange year period 2005-2014.

## **Purpose and Research Objectives**

To determine how much influence the selling price to sales volume in the company's manufacturing base and chemical industry sub-sectors of cement listed in Indonesia Stock Exchange year period 2005-2014.

## **Literature review, Framework for The idea And Hypotheses**

### **Sales Price**

#### **Definition of Sales Price**

According R.A Supriyono (2011: 318) argues that understanding the sale price is as follows: "The selling price is the monetary amount charged by a business unit to the buyer or customer of the goods or services sold or delivered". According Djahotman Sjahrial Purba and Benefactor (2012: 25) argues that: "The selling price is the price offered to other parties or customers with cost per unit plus a markup (additional price)".

From the definition above can be concluded that the sale price is an amount of money as the exchange rate that is charged to the buyer or customer to obtain goods or services sold by the company by calculating the cost of the product plus the percentage of the desired profit companies.

#### **The purpose of Price Determination**

According Fandy Tjiptono (2010: 152) pricing objectives are basically there are five types of pricing objectives, namely:

- 1) Goal-Oriented On Profit.
- 2) Goal-Oriented On Volume.
- 3) Goal-Oriented In Citra.
- 4) The purpose price stabilization.
- 5) The objectives of the other.

The purpose of setting the selling price is to earn a return well by maximizing sales and by increasing high price high to generate higher profits or push the price as low as the low to increase consumer interest in the products offered by the company, it was done so that the company can survive life in the long term.

#### **The Methods Of Sales Price Determination**

According Fandy Tjiptono (2010: 152) argues that the determination method broadly grouped into four main categories, namely:

- 1) Determination Methods based on demand
- 2) Cost-Based Pricing Methods
- 3) Profit-Based Pricing Methods

4) Pricing Methods Based Competition.

## **Sales Volume**

### **Definition of Sales Volume**

According Rangkuti (2010: 207) defines that the volume of sales as follows: "Sales volume is an achievement expressed quantitatively in terms of physical or volume or unit of a product. The sales volume is something that signifies the ups and downs of sales and can be expressed in terms of a unit, kilo, ton or liter ".

According Winardi (2010: 350) defines that: "Sales volume is the result of sales expressed in quantitative form, fiscal or volume. Meanwhile, according to Daryanto (2011: 187) defines that the volume of sales is a measure that indicates the amount or large amount of goods or services sold. Based on the above understanding, it can be concluded that the volume of sales is the company's achievements over the large number of goods or services sold from the production to the consumer in a given period which marks the rise and fall of sales.

### **Indicator of Sales Volume**

Daryanto (2011: 187) states that:

"Sales volume is a measure that indicates the amount or large amount of goods or services sold. The formula to measure the volume of sales is as follows:

$$\text{Sales volume} = \text{amount of goods or services sold}$$

### **Framework**

Price is an obvious aspect (visible) for the buyer. For consumers who do not really know the technical stuff on the purchase of the product, the price often being the only factor they can understand. The volume of sales is net sales of corporate earnings. The net sales proceeds obtained through the sale of all products (product lines) for a certain period, the proceeds derived from the market share (market share), representing potential sales, which may consist of a territorial group and the group of buyers of shares specified period of time. (Basu Swastha and Irawan, 2008: 141).

### **Relation Selling Price on the Sales Volume**

According to Eko Widodo (2013: 85) states that "Changes in selling prices generally affect the sales volume and profit". According to Wisnu Wijayanto Thought (2009) in his study stated that the selling price has significant impact on sales volumes and by Putu Agus Semara Jaya (2015) in his study also states that There is significant relationship between the selling price to sales volume.

### **The Objects and Methods of Research**

The object of research that studied is Sales Price and Volume Sales. This research was conducted at the Company's Basic Industry Sector Manufacturing Subsector Cement And Chemical listed on the Indonesia Stock Exchange. The research method is a method of research

used to obtain data to achieve certain goals (Umi Narimawati, 2010: 29). Research methods used in this research is descriptive method verifikatif. Sugiyono (2004: 21) says "Descriptive method is a method used to describe or analyze the results of the study but not used to make broader conclusions".

Interest descriptive method is to create a description, picture or painting in a systematic, factual and accurate information on the facts, nature and the relationship between the phenomenon investigated. Research Design by Burhan Bungin (2009: 87) is the design, guideline or benchmark studies to be carried out. Therefore, the study design should contain everything that is concerned with the implementation of research later and arenas nature of the design of this quantitative approach the comprehensive review of the whole process of research, there are some experts study said, if researchers have set up with the design of quantitative research, it means that more than half the research process have been completed anyway.

## Data Determination Techniques

### Population

The first phase conducted by researchers in sample selection is knowing the population. Understanding the population according to Sugiyono (2009: 80) is a generalization region consisting of an object or a subject that has a certain quantity and characteristics defined by the researchers to learn and then drawn conclusions.

**Table: Companies that Used as Population**

No	Stock Code	Company Name	Date of IPO
1	INTP	PT Indocement Tunggal Prakasa Tbk	5 Desember 1989
2	SMBR	PT Semen Baturaja Tbk	28 Juni 2013
3	SMBC	PT Holcim Indonesia Tbk	10 Agustus 1997
4	SMGR	PT Semen Indonesia Tbk	8 Juli 1991
5	WTON	PT Wijaya Karya Beton Tbk	8 April 2014

Source : *sahamoke.com* 2016

### Sampling

Samples taken in this study is the income statement and annual report which consists of three companies manufacturing base and chemical industry subsectors listed cement in Indonesia Stock Exchange period 2005 to 2014 by the following considerations:

- 1) The company manufactures basic industry and chemical subsectors cement published its annual report.
- 2) Samples taken as many as 10 years from 2005 through 2014 because it was considered to be representative (representing) to do research trials.

- 3) The financial statements include information mengenai selling price, cost of production and sales volume.

**Table: List of Companies that Used as Samples**

No.	Company Name	Consideration			Samples
		1	2	3	
1	PT Indocement Tungal Prakarsa Tbk	✓	✓	✓	1
2	PT Semen Baturaja Tbk	✓	-	-	-
3	PT Holcim Indonesia Tbk	✓	✓	✓	2
4	PT Semen Indonesia Tbk	✓	✓	✓	3
5	PT Wijaya Karya Beton Tbk	✓	-	-	-

## RESEARCH RESULTS AND DISCUSSION

### Research Results

#### Descriptive Analysis

This study was conducted in three companies manufacturing base and chemical industry sub-sectors of cement, namely PT. Indocement Tbk (INTP), PT Semen Indonesia Tbk (SMGR), and PT Holcim Indonesia Tbk (SMCB) during the period 2005 to 2014 are listed in the Indonesia Stock Exchange by using annual data.

#### **Selling Price On Manufacturing Company Sector Basic Industries and Chemicals Sub Cement Sector Listed in Indonesia Stock Exchange in 2005-2014**

The selling price of the company's manufacturing base and chemical industry sector sub cement listed in Indonesia Stock Exchange 2005-2014 period has trendline increased in each year. Companies selling price hike due to rising production costs, non-production costs and an increase in gross profit margin percentage where the selling price is determined on the costs incurred by the company was added to the margin. This is consistent with the theory, according to Eko Widodo (2013: 184).

#### **Sales Volume of Manufacturing Sector In Basic Industry and Chemical Sub Cement Sector Listed in Indonesia Stock Exchange in 2005-2014**

The sales volume in the company manufacturing base and chemical industry subsectors listed cement in Indonesia Stock Exchange in 2005-2014 had a trendline that is likely to increase. The Company has increased and decreased so that it can be concluded that the sales volume is increasing every year reflects the company's performance. The sales volume increased due to the increased volume of production companies and production costs incurred perusahaan. Selain it increased selling prices due to price changes. This is consistent with the theory according to William Carter were translated by Krista K (2008: 129) and Eko Widodo (2013).

## DISCUSSION

Influence Of Sales Price Volume Sales In Manufacturing Company Sector Basic Industries and Chemicals Sub Cement Sector Listed in Indonesia Stock Exchange in 2005-2014. The results showed that the selling price has a relationship with a sales volume of + 0772 with positive direction and is included in the strong category are at intervals of correlation between "0,61-0,80". The correlation value is positive which indicates that the relationship between the two is unidirectional. In other words, if the price rises, the volume of sales also increased. This happens because of the high needs of companies engaged in the field of Real Estate Property and the cement as the primary ingredient that despite higher selling prices, demand for cement continues to increase resulting in increased volume penjualanpun. This is consistent with the theory that the demand for primary material is not perfectly elastic demand, this means that price changes do not affect the amount requested. (Sadono Sukirno, 2010: 35).

The selling price effect of 30.3% on sales volume while the remaining 69.7% is influenced by other factors such as the quality of products, distribution channels and quality also impact the volume of sales. Furthermore, the results of hypothesis testing t test showed that H0 rejected because the t-test results count is greater than the t-table. Therefore, it can be said that the sale price had a significant influence partially on the company's sales volume manufacturing base and chemical industry subsectors listed cement in Indonesia Stock Exchange (BEI). The test results can be generalized / general imposed on members of the population as a whole. With the significant influence of the selling price to sales volume indicates that the information provided by the company regarding the selling price which gets used by investors as a material consideration in the decision to invest.

The results support the results of research conducted by previous researchers as proposed by Putu Agus Semara Jaya (2015) in his study states that there is a significant positive effect between the sale price to sales volume. Vishnu thought Vitello (2009) in his study also states that the selling prices positively influence significant sales volume.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the analysis of data and discussion that has been done in previous chapters, the researchers took several conclusions as follows: - Selling prices have a significant positive effect on sales volume manufacturing base and chemical industry subsectors cement 2005-2014 period. This means that if the price rises, the volume penjualanpun up and vice versa.

### Suggestions

1. Although the selling price is one indicator in the selection of products for consumers, However the company engaged in the production of primary products, there are other factors to be considered such as the quality of the product. This is done as a way to improve the company's sales volume.
2. The company must improve its ability to increase sales due to the high sales company will get optimal revenues, the increase in sales can be done with product marketing and sales strategies, one of them with good promotional activities via

print and electronic media so that consumers are aware of the product and are interested to buy it. Thus for long-term investors would be very interested to see the advantages that really be accepted in the form of dividends.

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