

# Analysis of Operational Costs in Determining The Revenue of PT. Surya Trans Cemerlang Karawang

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## ABSTRACT

The research is aimed at analyzing the operating costs in determining the company's revenue on PT. Surya Trans Cemerlang Karawang. Operating costs are one of the important factors that can determine the revenue of this research company using quantitative descriptive methods. The data used is secondary data from the financial report of PT. Trans Brilliant Solar Karawang for the period 2021-2023. The results of the research showed that the operating costs of P. Trans brilliant solar from 2021 to 2023 noted significant fluctuations in several major cost categories. The fall in employee salaries and office operating expenditure, as well as rising road cash costs and spare part expenditures, are key factors in the fluctuations. Nevertheless, the ratio of operating costs to company revenues is relatively stable in the range of 0.53 to 0.63%. This analysis provides an understanding of the company's operational efficiency relative to the income generated, helping in long-term financial planning and strategic decision-making. Despite fluctuations, the company managed to maintain a balance between cost and revenue, demonstrating a commitment to optimum efficiency and operational sustainability. Implications of this analysis show the company's efforts to improve operational efficiency while remaining responsive to market fluctuations, enabling for the development of more effective long-term financial strategies and commitment to compliance with relevant policies and standards, which underlie the basis for sustained operational survival and future growth.

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## 1. INTRODUCTION

Today many companies are experiencing growth and increasing their competitiveness. Increasingly fierce competition encourages companies to have strategies and policies that can maintain operational continuity and benefit from the business being run. The company owner's expectation is of course to keep the business

running and generate significant profits, which means revenue must exceed expenses or total expenses. To achieve this goal, companies must pay attention to a number of strategies, one of which is to provide the best service to consumers with high-quality products or services that suit their needs. Thus, the company can compete with similar companies in the market [13].

In order to achieve the desired profit for business continuity, management must pay special attention to the cost aspect. Cost is a key element that must be considered in carrying out company activities or starting a business. To make a profit or profit, a company must be able to generate revenue that is higher than the total costs it incurs. Therefore, management is required to understand the company's units in order to control and reduce costs as efficiently as possible, including making operational cost efficiencies to increase profit levels.

Operating expenses refer to costs that are closely related to the execution of working capital. This requires all costs involved in providing supporting services or can be considered as the entire costs associated with providing services directly. The level of company activity also affects operational expenses, so the higher the activity, the more operational costs increase. Operating expenses are costs that are directly related to business activities, cannot be separated independently of the series of business transactions.

The company's focus on PT. Surya Trans Cemerlang has a complete and modern bus fleet. The buses are equipped with comfortable and safe facilities, so as to provide an optimal transportation experience for their passengers. For employee bus rental services, PT. Surya Trans Cemerlang offers a wide selection of bus fleets tailored to company needs, these bus fleets can be rented for various purposes, such as transporting employees to work. In the selection of fund allocation strategies, related theories of investment decisions and cost-benefit analysis, as outlined by [15] in "Fundamentals of Corporate Finance", provide relevant theoretical foundations for this study.

According to Fadillah [3] from a study entitled "Analysis of Operational Costs on Financial Performance at the Office of the Ministry of Agrarian Affairs / National Defense Agency of Pinrang Regency" Operational costs are costs incurred by a company to carry out daily activities. Costs can be in the form of spending money for the

implementation of basic activities, namely in the form of sales and administrative costs with the aim of obtaining income.

According to Jumirin & Yesika Lubis, [6] in a study entitled "The Effect of Operating Costs on Increasing Operating Income at Pt.Pelabuhan Indonesia I (Persero) Belawan Branch" operating costs are all expenses that are directly involved in the production or purchase of traded goods or services. This includes general expenses, sales costs, administrative costs, and interest on loans. In the context of service companies, operating costs are divided into direct and indirect operating costs. Management needs to control these costs because they are the result of conscious and planned decisions in spending for the achievement of company goals. An operational cost monitoring system is considered good if it is able to run operating costs in accordance with what has been determined.

According to Desky, et al., [1] in a study entitled "The Effect of Operating Costs and Revenue on Financial Performance in Large Trading Subsector Service Companies Listed on the Indonesia Stock Exchange" Operations refers to the part that includes the infrastructure, equipment, processes, and procedures used to produce and deliver products or services in a way that enables the company to carry out profitable business activities. The operational part is crucial because it is the basis for the implementation of various tasks. Operating costs are expenses related to general administrative activities and other aspects needed to run the company's operations.

According to Tahulending & Rondonuwu, [13] in a study entitled "Analysis of Operating Cost Control on Increasing Profits on CV. Kombos Tendean" said that to determine how much profit can be obtained, the amount of operational costs used to carry out company activities has an important role here. The suppression of operational costs has a significant impact on increasing company profits. The growth and development of a company will increase the activities or activities it does. However, the higher activity

will have implications for increasing operational costs incurred. To avoid waste or misuse of costs, efficient and effective use is needed so that costs can be reduced as optimally as possible. In managing costs, management can be helped if operational costs can be controlled properly. So that the planned profit can reach the target. With maximum profit, the company is able to grow, compete, and maintain its existence in the future.

In the explanation of various experts regarding operational costs, there are significant differences in the definition, classification, and implications of operating costs for companies. Experts' views on operational costs tend to vary, ranging from day-to-day expenses in carrying out company activities to expenses directly involved in the production or purchase of goods or services. While some experts divide operating costs into direct and indirect costs, there is a lack of clarity in the exact boundaries and criteria to distinguish the two. Company growth is considered to increase activities that have an impact on operating costs, but the extent to which this actually affects operating costs is still a matter of debate. In addition, efficient operational cost control strategies do not yet have consistent guidance. On the whole, differences in concepts and views between experts create a situation in which the understanding, grouping and consequences of operating costs are still not clearly defined, which can lead to difficulties in the interpretation and application of this concept in business practice.

## 2. LITERATURE REVIEW

### 2.1 *Financial Management*

Financial management describes the implementation of certain decisions, namely investment decisions, funding decisions or decisions to meet fund needs, and dividend policy decisions [16]. Meanwhile, according to Fahmi [17] Financial Management is a combination of science and Monday that discusses, studies and analyzes how a financial manager uses all company resources

to find funds, manage funds, and divide and with the aim of being able to provide profit or prosperity for shareholders and business suitability (sustainability) for the company. Financial management primarily involves raising funds and their effective utilization with the aim of optimizing shareholder wealth.

### 2.2 *Operating Costs*

The operational activities of a company involve a number of various costs. One of them is the operating costs necessary to maintain the smooth running of the company's activities. To explore the understanding of operating costs, let's review some of the views expressed by experts in this field. According to Werner Murhadi [18] Operating expenses are costs related to company operations which include selling and administrative expense, advertising expense, depreciation and amortization expense, and repairs and maintenance expense.

According to Murhadi [18] explained that operational costs are costs related to operations which include sales and administrative costs, advertising costs, depreciation costs, and repairs and maintenance.

According to Mulyadi [8] is "The sacrifice of economic resources measured in units of money that has occurred or is likely to occur for a specific purpose".

### 2.3 *Box office*

Revenue is all received from the sale of goods and services obtained in the business unit. There is a difference in understanding between revenue and income [3].

Revenue in an enterprise is one of the main elements of the formation of an income statement. Many are still confused in understanding the term income, this is because the meaning of income can be understood as revenue and can also be understood as income, then income can be interpreted as income or profit.

Revenue can also be interpreted as an increase in income obtained by the company in carrying out activities or company activities

and used to finance all activities of the company

### RESEARCH FRAMEWORK AND HYPOTHESIS

A frame of mind is a conceptual model of how theory relates to factors that

have been identified as important." The frame of mind explains the pattern of relationships between the variables to be studied, namely the relationship between independent (X) and dependent (Y) variables.

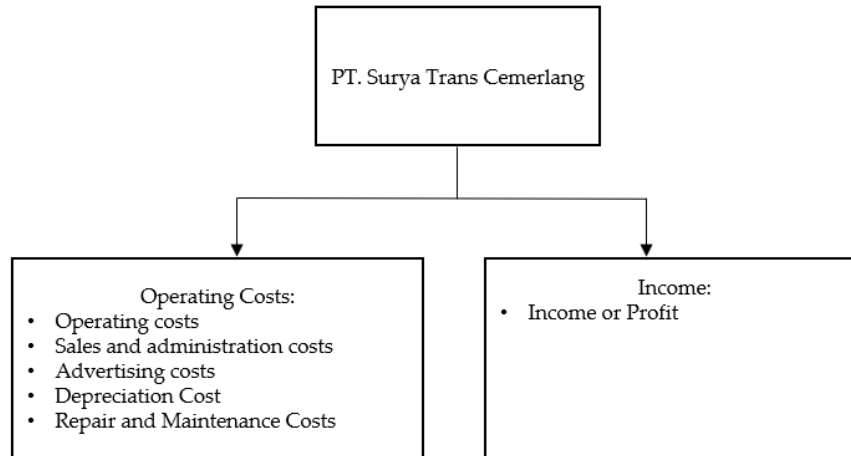


Figure 3.1 Research Paradigm

Source: Researcher, 2023

### 3. METHODS

This type of research can be classified as quantitative descriptive research that aims to analyze and explain the problems studied based on existing data. In this research, data collection techniques include document studies and interviews. This research aims to collect the data needed to conduct a comparative analysis of operational costs at PT. Surya Trans Cemerlang quantitatively. The location of this research was conducted at PT. Surya Trans Cemerlang whose address is Jl. Wijaya Kusuma I No.rt.06/09 Blok B6/36, Cibalongsari, Kec. Klari, Karawang, West Java 41371. The population in this study includes the management of operational costs at PT. Surya Trans Brilliant. Samples used Based on the completeness of data available at PT. Surya Trans Cemerlang, which is seen from every month from January to November 2023, is determined Sample selection can be done by taking data from the administration department representing various levels or important parts involved in operational cost management at PT. Surya Trans Brilliant. The sampling technique used in this study, the sampling technique is determined using the

appropriate sampling method for this study can use purposive sampling techniques, where sample selection is based on the research objectives and characteristics of the department or section to be researched. Data Collection Techniques The collection of this data in research uses interviews, and documentation. The data source that will be used in this study, using secondary data that will be obtained from several sources, including journals, reports and other sources. and for primary data, researchers collected data directly through observation and conducted interviews with staff working at PT. Surya Trans Brilliant. The primary data in this study includes a breakdown of operational costs over the time span from January to November 2023.

### 4. RESULTS AND DISCUSSION

PT. Surya Trans Cemerlang, a bus fleet company in Karawang, West Java, offers employee bus rental services. The bus fleet offered is tailored to the needs of the company and can be used for various purposes, such as transporting employees to work.

(Owner,2023). Here's picture 4.1 of some buses from PT. Surya Trans Brilliant.

Figure 4.1: Bus PT. Trans Surya Excellent



Source:PT. Outstanding Trans Surya,2023

Based on the results of an interview with the owner of PT. Surya Trans Cemerlang, the company was founded as CV in 2013 and changed to PT in 2019. PT. Surya Trans Cemerlang manages various operational costs such as road cash, spare part shopping, office operational expenses, employee salaries, and monthly coordination costs. All these costs are an important part of the company's operational structure to support and run its business activities. Based on data collected from direct interviews and company data

sources, currently PT. Surya Trans Cemerlang has 4 units of buses used in its transportation operations. Each bus unit has an important role in ensuring smooth operations and adequate service for customers.

**4.1 Operating Costs of PT. Surya Trans Cemerlang**

In this study, the author took 2023 expenditure data obtained from calculations made by PT. Surya Trans Cemerlang for the 2021-2023 period which can be seen in the table as follows:

Table 4.1. Operating Costs from 2021-2023 PT. Surya Trans Cemerlang

| No | Types of fees Year        | 2021            | 2022            | 2023            |
|----|---------------------------|-----------------|-----------------|-----------------|
| 1  | Employee Salaries         | IDR 62,110,665  | IDR 55,850,000  | IDR 48,200,000  |
| 2  | By Jalan                  | IDR 438,520,000 | IDR 508,793,000 | IDR 540,226,000 |
| 3  | Monthly coordination      | IDR 14,223,332  | Rp. 14.010.000  | Rp. 12.830.000  |
| 4  | Shop Spare Parts          | Rp. 68.181.298  | Rp. 119.354.500 | Rp. 80.031.500  |
| 5  | Office Operating Expenses | Rp. 36.272.233  | Rp. 35.978.420  | Rp. 9.389.600   |

Source: PT. Outstanding Trans Surya,2023

Table 4.1 details the costs of different types allocated within the enterprise from 2021 to 2023. The details are as follows:

Employee salaries decreased from Rp. 62,110,665 in 2021 to Rp. 55,850,000 in 2022, then decreased again to Rp. 48,200,000 in 2023. This decrease was due to the reduction of employees and changes in the compensation structure.

Road Cash experienced a significant increase from 2021 of Rp. 438,520,000 to Rp. 508,793,000 in 2022, and then increased again to Rp. 540,226,000 in 2023. This increase can be caused by several factors, including an increase in fuel costs, an increase in wages for drivers, and the addition of buses and drivers if needed in response to the company's operational developments.

Monthly coordination shows slight but relatively stable fluctuations from year to year, with a small decrease from Rp. 14,223,332 in 2021 to Rp. 12,830,000 in 2023 can be caused by several factors, including global and domestic economic fluctuations that reduce the need for intensive coordination, changes in corporate strategy and internal policies that affect the level of coordination required, and operational processes that reduce the need for direct coordination between individuals and teams.

Spare Part spending experienced a significant increase from 2021 of Rp. 68,181,298 to Rp. 119,354,500 in 2022, but then decreased to Rp. 80,031,500 in 2023. This increase occurred due to an increase in the need for spare parts for the maintenance of the company's vehicles and engines, while the decrease was due to operational efficiency and changes in the company's policies regarding bus maintenance.

Office Operating Expenses experienced considerable fluctuations, with

an increase from 2021 of Rp. 36,272,233 to Rp. 35,978,420 in 2022, but then dropped dramatically to Rp. 9,389,600 in 2023. These fluctuations are caused by changes in office operational needs, cost savings, and policy changes that affect the allocation of office operating budgets.

Cost changes in each category are influenced by various factors, including changes in the number of employees, fluctuations in fuel prices, the need for spare parts, and other factors that affect the company's operations. It is important for companies to continuously monitor and manage costs closely to ensure optimal operational efficiency and continuity.

#### 4.2 Use of Operating Costs to increase PT. Surya Trans Cemerlang

In this study, the author took income data obtained from calculations made by PT. Surya Trans Cemerlang for the period 2021-2023 and in percentage with operational costs and revenues which can be seen in the table as follows:

Table 4.2

| No | Year | Operating Costs | Income            |
|----|------|-----------------|-------------------|
| 1  | 2021 | IDR 625,524,194 | IDR 1,185,800,000 |
| 2  | 2022 | IDR 744,335,920 | IDR 1,188,000,000 |
| 3  | 2023 | IDR 700,847,100 | IDR 1,306,800,000 |

Source: PT. Outstanding Trans Surya, 2023

From Table 4.2, it can be seen that the percentage of operational costs and revenues of PT. Surya Trans Cemerlang during the period 2021-2023. This percentage provides an idea of the proportion of operating costs to the company's revenue each year.

In 2021, operating expenses accounted for 52.75% of total revenue, indicating that more than half of the company's revenue was used to finance its operations. In 2022, the percentage of operating costs increased to 62.65%, which means that operating costs are greater than the previous year. However, in 2023, the percentage of operating costs will again decrease to 53.62%.

The percentage of operating costs to revenue shows fluctuations between 2021 and 2023. There was a significant increase in 2022,

followed by a decline in 2023. Nevertheless, the percentage of operating expenses tends to remain within a relatively stable range, indicating that despite fluctuations, the company is able to maintain a balance between operating costs and revenues earned.

This percentage analysis is important because it helps the company understand the proportion of its operating expenses to the revenue generated. With this understanding, companies can identify areas where they need to improve operational efficiency to optimize their profitability. It also helps in long-term financial planning and better strategic decision making.

#### DISCUSSION

##### *Operating Costs of PT. Surya Trans Cemerlang*

From Table 4.1 which lists Operating Costs from 2021 to 2023 PT. Surya Trans Cemerlang, it can be seen that the company experiences cost fluctuations in several main categories. One of them is Employee Salaries which have decreased from 2021 to 2023 by Rp. 62,110,665, Rp. 55,850,000, and Rp. 48,200,000. This decrease was due to the reduction of employees and the change of the employee salary system. Road Cash showed a significant increase from Rp. 438,520,000 in 2021 to Rp. 540,226,000 in 2023, due to an increase in fuel costs and driver wages. Meanwhile, Shopping Spare Part experienced a drastic increase from Rp. 68,181,298 in 2021 to Rp. 119,354,500 in 2022, but then decreased to Rp. 80,031,500 in 2023 due to operational efficiency. Office Operating Expenses also experienced major fluctuations, decreasing dramatically from Rp. 36,272,233 in 2021 to Rp. 9,389,600 in 2023 due to cost savings and changes in company policies.

#### ***Use of Operating Costs to increase PT. Surya Trans Cemerlang***

From Table 4.2, which lists the company's Percentage of Operating Expenses and Revenue from 2021 to 2023, it can be seen that the proportion of operating expenses to revenue has fluctuated. In 2021, operating expenses reached 52.75% of total revenue, increased to 62.65% in 2022, and again fell to 53.62% in 2023. Despite fluctuations, the percentage of operating costs tends to remain within a relatively stable range.

This percentage helps understand the operational efficiency of the company relative to the revenue generated. Despite fluctuations in the value of operating expenses, maintaining this percentage in a relatively stable range indicates that the company can manage its operating expenses well in relation to the revenue earned.

Thus, it can be concluded that despite fluctuations in operational costs, PT. Surya Trans Cemerlang is able to maintain a balance between operational costs and revenue obtained. Companies need to continue to closely monitor and manage costs to ensure optimal operational efficiency and continuity in the long run.

## **5. CONCLUSION**

Operating costs of PT. Surya Trans Cemerlang from 2021 to 2023, it can be concluded that the company experiences cost fluctuations in several main categories, such as employee salaries, road cash, spare part shopping, and office operational expenses. The decrease in employee salary costs was due to employee reductions and changes in the compensation system, while the increase in road cash costs was due to factors such as rising fuel prices and driver wages. Fluctuations in spare part spending costs and office operational expenses are influenced by operational efficiency and changes in company policies.

The percentage of operating costs to the company's revenue during the 2021-2023 period, it can be seen that despite fluctuations, the company is able to maintain a relatively stable percentage of operating costs. In 2022, there was an increase in the percentage of operating costs, but it declined again in 2023. Despite this, the company managed to maintain a balance between operating expenses and revenue earned. This shows that PT. Surya Trans Cemerlang is able to manage its operational costs well in relation to the revenue generated, which is an indication of the company's operational efficiency.

### **IMPLICATION**

Companies need to continuously monitor and manage operational costs closely to ensure optimal operational efficiency and continuity. By understanding the factors that influence cost fluctuations, companies can identify areas where they need to improve efficiency and reduce waste to achieve higher profitability.

Analysis of the percentage of operating costs to revenue is important in long-term financial planning and strategic decision making. By keeping the percentage of operating costs within a stable range, companies can evaluate their operational performance more effectively and identify opportunities to improve profitability. It also helps in planning a better business

development strategy for the future of the company.

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