PENGARUH SIZE DAN SALES GROWTH TERHADAP PROFITABILITAS PERUSAHAAN MANUFAKTUR SEKTOR KONSUMSI DENGAN STRUKTUR MODAL SEBAGAI VARIABLE MODERASI

Wawan Andinata[1]✉
[1]Management Master Study Program, University of Diponegoro
✉wawan_andinata@yahoo.com

Abstrak

This research is motivated by the profitability of companies in the consumer and goods industry sector which have decreased and some have even experienced losses. The main objective of this study is to determine the effect of company size, sales growth on profitability with capital structure as a moderating variable in the industrial sector of goods manufacturing and consumption for the period 2016-2018.The sample of this study consisted of 27 sample companies representing 3 consecutive years. The sampling technique used in this study was purposive sampling, which is a technique with certain considerations or criteria. This research uses Moderating Regression Analysis analysis tools. The results of this study indicate that company size has a negative effect on profitability, sales growth, and capital structure has no effect on profitability. Capital structure is able to moderate company size on profitability and capital structure is unable to moderate sales growth on profitability. The limitation of this research is the low R Square value. Suggestions for future research are to increase the number of independent variables such as the audit committee, extend the research period and add to other manufacturing sectors.

Keywords: *size, sales growth, capital structure profitability*

INTRODUCTION

The rapid development of the company makes competition even higher, the company's strategy that will be able to survive and move forward. Companies from the goods and consumption sectors are companies that provide the needs of the community.

The community needs goods and consumption to meet their daily needs. The community has a high need and is also taken advantage of by many companies, so that competition between companies to get public trust is very high to use their manufactured goods.

Companies must be able to produce the needs of the community in order to be able to increase sales which will have an impact on increasing profits. Issuers that have a large capitalization in the consumer sector, it can be seen that the sub-sector that is still growing positively or increasing is the cigarette industry which is driven by Gudang Garam and Sampoerna. The two (2) large cigarette producers recorded a profit growth of 8.24 percent (%) and 24.48 percent (%), respectively. Indofood Group supports the food and beverage sub-sector companies, namely Indofood CPB Sukses Makmur Tbk (ICPB) AND Indofood Sukses Makmur Tbk, with profit growth of 13.5 percent (%) and 10.24 percent (%). Lower middle category companies such as Nippon Indosari Corpindo, ULTJ & Trading Company Tbk and Sariguna Primatirta Tbk. On the other hand, there was a decline in profits for several food and beverage issuers with large market capitalizations, even those that became market leaders in their sectors. Garudafood Putra Putri Jaya Tbk, Unilever Indonesia Tbk and Mayora Indah Tbk.

The net profits of the three listed companies decreased by 4.37 percent (%) for Unilever, 0.51 percent (%) for Mayora, respectively, and Garudafood Putra Putri Jaya had a large share of it, reaching 19.9 percent. The declining performance of listed companies for the food and beverage sub-sector is in accordance with data from the Central Bureau of Statistics (BPS) regarding the economic development of the manufacturing sector in general, and in particular in the food and beverage sector.

In addition to the 3 listed companies above, there are still many other manufacturing companies in the goods and consumption sector that have experienced a decline in profitability, even experiencing losses, the company will be able to survive and develop with the incoming profit, the more companies that experience losses and a decrease in profits, it can have an impact on closure of the company itself.

The following are companies that experienced a decrease in profitability and losses in the 2016-2018 period:

Tabel 1.1

Profitabilitas Perusahaan manufaktur Sektor Barang dan Konsumsi

No	Nama Perusahaan	Kode	2016	2017	2018
1	Tiga Pilar Sejahtera Food Tbk	AISA	7,772	- 264,099	-6,800
2	Tri Banyan Tirta Tbk	ALTO	-2,275	-5,665	-2,975
3	Inti Agri Resources Tbk	IIKP	-7,555	-4,144	-5,214
4	Indofood Sukses Makmur Tbk	INDF	6,409	5,766	5,140
5	Magna Investama Mandiri Tbk	MGNA	-26,037	-15,896	-18,040
6	Multi Bintang Indonesia Tbk	MLBI	43,170	52,670	42,388
7	Mayora Indah Tbk	MYOR	10,746	10,934	10,007
8	Prasidha Aneka Niaga Tbk	PSDN	-5,608	4,656	-6,679
9	Nippon Indosari Corpindo Tbk	ROTI	9,583	2,969	2,894
10	Sekar Bumi Tbk	SKBM	2,251	1,595	0,901
11	Gudang Garam Tbk	GGRM	10,600	11,617	11,278
12	H.M. Sampoerna Tbk	HMSP	30,023	29,370	29,051
13	Bentoel Internasional Investama+D24 Tbk	RMBA	-15,484	-3,409	-4,089
14	Indofarma Tbk	INAF	-1,257	-3,025	-2,270
15	Kimia Farma Tbk	KAEF	5,888	5,441	4,247
16	Kalbe Farma Tbk	KBLF	15,440	14,764	13,762
17	Tempo Scan Pacific Tbk	TSPC	8,283	7,496	6,866
18	Kino Indonesia Tbk	KINO	5,514	3,388	3,054
19	Martina Berto Tbk	MBTO	1,241	-3,163	-17,612
20	Mustika Ratu Tbk	MRAT	-1,149	-0,258	-0,441
21	Mandom Indonesia Tbk	TCID	7,417	7,584	7,077
22	Chitose Internasional Tbk	CITN	6,164	6,221	2,758
23	Kedaung Indah Can Tbk	KICI	0,260	5,319	-0,567
24	Langgeng Makmur Industri Tbk	LMPI	0,856	-3,731	-5,897

Sumber: Data primer yang diolah, 2020

Profitability is influenced by several factors, based on previous research, these factors experience differences in the results of research on company size and sales growth. Menicucci's research (2017) found that firm size affects profitability. Egbunike's research (2018) also found that company size has an effect on profitability. Alsharani's research (2016) has different results, company size has no effect on profitability.

Egbunike's research (2018) found that sales growth research has an effect on profitability. Nugragha's research (2016) found that the results of research on sales growth had no effect on profitability. Nugraha's research (2016) is supported by the results of Putra's (2015) research, which shows that sales growth has no effect on profitability.

LITERATURE REVIEW

Profitability, capital structure, company size, sales growth

Fahmi (2014) states that profitability is the company's capacity to benefit from total assets, sales and own capital. Companies that have a large return on investment use relatively small debt, because a high return ratio allows companies to be able to finance most of their funding from their own capital (Kasmir, 2014).

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return. The high level of risk from debt will cause the share price to decline, but the high return desired will be able to increase the share price.

Masfufah (2016) states that company size is the company's financial condition at a certain time. The size of the company has two categories, namely, the first is large-scale companies and the second is small-scale companies. Different company sizes lead to different business risks experienced by companies (Lim, 2012). The funding activities of small-sized companies have less funding capacity compared to large companies that have a greater capacity to raise funds (Yadav, 2014).

Andrayani (2013) states that sales are the main indicator for measuring company profitability and are a major aspect of company activities. According to Kennedy (2013) sales growth is an increase in the number of sales over time. Sales growth has a good impact on the company, because sales growth is accompanied by an increase in market share and will affect the company's sales so that the company's profitability will increase (Pagano and Schivardi, 2003).

Effect of Company Size on Profitability

Masfufah (2016) states that company size is the company's financial condition at a certain time. The size of the company has two categories, namely, the first is large-scale companies and the second is small-scale companies. Company size (Size) is assessed based on the assets it owns. Company size (Size) is a classification scale of the size or size of a company assessed from its total assets. The greater the assets /

assets owned by the company, the greater the funding opportunities open to the company because it shows its profitability capabilities (Nugraha, 2016). The bigger the size of the company shows that the opportunity for the company to benefit from the results of its operations will also be greater, this shows that the company is experiencing good development and growth (Rudangga and Sudiarta, 2016).

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies that have a large size can be assumed to have larger assets than companies that are small in size. Large company assets are able to support larger company operations so that they can have an impact on the level of company profitability.

Research by Menicucci (2017) shows that company size has a positive effect on profitability. This research is supported by research by Egbunike (2018) which also shows that company size has a positive effect on profitability. Alsharani's research (2016) has different results, namely company size has no effect on profitability.

H1: Firm size has a positive effect on profitability.

The Effect of Sales Growth on Profitability

Andrayani (2013) states that sales are the main indicator for measuring company profitability and are a major aspect of company activities. According to Kennedy (2013) sales growth is an increase in the number of sales from year to year or from time to time. Sales Growth shows the level of absorption of market demand by the company. The higher the Sales Growth, it means that the company can meet market demand, and the company's sales increase. Chotimah and Susilowibowo (2014) state that sales growth is the difference from sales that occurred in the current period minus the previous period, and compared to the previous period. High sales will attract investors to invest their funds in the company, and with high sales, it can be concluded that the company's returns are high.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Company sales is one of the important factors in increasing company profits. The company's sales, which are getting bigger, show that the company's income will also be even greater, therefore the level of profitability will also increase.

Egbunike's research (2018) found that sales growth research has a positive effect on profitability. Nugragha's research (2016) found that sales growth research has no effect on profitability. Nugraha's research (2016) is supported by the results of Putra's (2015) research, which shows that sales growth has no effect on profitability. So that a hypothesis can be drawn as follows:

H2: Firm size has an effect on profitability

The Effect of Capital Structure on Profitability

Thippayana (2014) and Sudaryo and Pratiwi (2016) state that the formation of a capital structure is important for companies to pay attention to, especially in terms of corporate funding. Capital structure is a funding decision made by a financial manager, who essentially chooses whether to fund the company's operations using debt or equity (Marusya and Magantar, 2016). Capital structure is a description of the form of the company's financial proportion, namely the capital owned by long-term liabilities and equity (shareholders' equity) which is the source of a company's financing. The need for funds to strengthen the capital structure of a company can come from internal and external sources, provided that the required sources of funds come from places that are considered safe (safety postion) and if used have a driving value in strengthening the company's financial capital structure. In the sense that when the funds are used to strengthen the company's capital structure, the company is able to control the capital effectively and efficiently and is right on target (Fahmi, 2014).

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and equity. Companies in running their business can use internal and external funds such as debt. The debt received by the company is also a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

Dalci's research (2018) from the results of his research shows that capital structure has a relationship that has a positive impact on profitability. Al-Kayed's research (2014) also found a positive relationship between capital structure and profitability.

H3: Capital structure has a positive effect on profitability

The Effect of Company Size on Profitability with Capital Structure as a Moderating Variable

Masfufah (2016) states that company size is the company's financial condition at a certain time. The size of the company has two categories, namely, the first is large-scale companies and the second is small-scale companies. Relatively large companies tend to use large external funds as well because the funds required are increasing along with the company's growth (Ba-Abbad and Zaluki, 2012). The size of the company affects the company's ability to obtain additional external capital to finance the company's operational activities. Company size describes the size of a company (Sartono, 2010). Larger companies will find it easier to get external funds in the form of large amounts of debt so that it will help the company's operational activities and cause the company's productivity to increase so that the company's profitability will also increase.

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies in running their business can use internal and external funds such as debt. The debt received by the company is also a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

The size of the company greatly influences the profitability of the company, the company will have large or small activities, which can be seen from the size of the company itself. Large company sizes tend to have large assets as well, so that it will be able to produce large output and will have an impact on greater profitability as well. A large company size must also be supported by sufficient sources of funds or funding, a large company size without a good source of funds will not produce optimal output, therefore the importance of a proper capital structure is able to have a positive impact between company size and profitability. . Based on this, a hypothesis can be formulated as follows:
H4: moderate and positive capital structure between company size and profitability.

The Effect of Sales Growth on Profitability with Capital Structure as a Moderating Variable

Andrayani (2013) states that sales are an important indicator for measuring company profitability and are a major aspect of company activities. According to Kennedy (2013) sales growth is an increase in the number of sales from year to year or from time to time. Sales growth has a strategic influence on the company because sales growth is marked by an increase in market share which will have an impact on increasing sales of the company so that it will increase the profitability of the company (Pagano and Schivardi, 2003).

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies in running their business can use internal and external funds such as debt. The debt received by the company is also a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

Sales growth is one indicator of a company's success. A company that is able to maintain its existence in increasing its sales from year to year is an extraordinary achievement. Companies that are able to sell bigger also require large amounts of funds, therefore the company must really calculate the company's capital structure to optimize its sales activities in order to increase its profitability. The higher the sales growth with sufficient funds, the positive impact on the company's profitability. Based on this, a hypothesis can be drawn as follows:

H5: Moderate and positive capital structure between sales growth on profitability.

RESEARCH METHOD

Types and Sources of Data

The type of data used in this study is secondary data. Secondary data are data sources that are not directly accepted by data seekers. This secondary data is data that supports primary data needs such as literature, books and reading related to and supports this research (Sugiyono, 2017). Secondary data in this study were obtained from the IDX website through the sites www.idx.co.id and stokok.com, the data in question includes financial statements, profit and loss and balance sheets.

Population and Sample

- Population

Population is a group of objects / subjects that have certain characteristics to be examined and a conclusion is drawn (Sugiyono, 2017). The population in this study are manufacturing companies in the consumer goods sector listed on the IDX for the 2016-2018 period.

- Samples

The sample is part of the total population characteristics (Sugiyono, 2017). The population in the study, which is large, has limited research time and personnel so that the researcher uses a sample that is expected to be able to provide information from the population. The sampling technique in this study was purposive sampling.

- Operational Definition of Variables and Their Measurement

Tabel 3.1
Definisi Operasional Variabel

No	Nama Variabel	Definisi variable	Rumus	Sumber
1	Ukuran peerusahaan (X_1)	Ukuran perusahaan adalah skala yang mampu mengkategorikan perusahaan (Suwito dan Herawaty, 2005).	$Size = Ln\ Total\ asset$	Nugraha, 2016
2	Pertumbuhan penjualan (X_2)	Pertumbuhan penjualan adalah meningkatnya jumlah penjualan dari satu waktu ke waktu berikutnya (Kennedy, 2013).	$PP = \frac{penjualan\ t1 - penjualan\ t0}{penjualan\ t0} x100$	Oktapiani, 2018
3	Struktur modal (Y_1)	Struktur modal ialah pembelanjaan pasti yang menunjukkan perbandingan antara hutang jangka panjang dengan modal sendiri (Riyanto, 2008).	$\mathrm{DAR} = \frac{Total\ hutang}{Total\ Asset} x100\%$	Oktapiani, 2018
4	*Profitabilitas* (Y)	*Profitabilitas* ialah kapasitas perusahaan mendapatkan keuantungan dari total asset, penjualan maupun modal sendiri (Fahmi, 2014).	$\mathrm{ROA} = \frac{laba\ setelah\ Pajak}{Total\ Asset} x100\%$	Oktapiani, 2018

- Data Collection Methods

The data used in this research is secondary data. Secondary data is “a data source that does not directly provide data to data collectors. This secondary data is data that supports primary data needs such as books, literature and reading related to and supports this research "(Sugiyono, 2017).

Secondary data in this study were obtained from the IDX website through the sites www.idx.co.id and stokok.com, the data in question includes financial statements, profit and loss and balance sheets.

- Analysis Technique

The data to be analyzed in this study relates to whether or not company size, sales growth and capital structure influence profitability. Data analysis is an activity after the entire sample data. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all samples, displaying data for each variable studied, performing calculations to answer problem formulations and performing calculations for proposed hypotheses (Sugiyono, 2017).

DATA ANALYSIS AND DISCUSSIONS

Description of Sample Statistics

Descriptive analysis was performed using the minimum value, average value (mean), maximum value, and standard deviation of each research variable whose results are shown in the following table.

Table 1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SIZE	81	13.551	30.529	23.02400	5.924373
PP	81	-91.242	816.482	21.84510	101.227184
DAR	81	6.622	72.637	36.48456	16.736155
ROA	81	.442	92.100	14.19947	14.755929
*SIZE*DAR	81	98.309	1927.769	827.77236	409.739023
PPDAR	81	-1843.288	23702.762	839.32842	3550.987651
Valid N (listwise)	81				

The sample characteristics are presented in Table 4.1. N is the number of observations, the minimum is the lowest value obtained by the sample company from each variable, the maximum is the highest value generated by the sampling company for each variable, the mean is the average value generated by the sample company from each variable, and the standard deviation is the data deviation value. The firm size variable shows an average value (mean) of 23.02400 with the smallest (minimum) value of 13.551, the largest (maximum) value of 30.529, the standard deviation value of 5.924373. The sales growth variable shows an average value (mean) of 21,84510 with the smallest (minimum) value of -91,242, the largest (maximum) value of 816,482, the standard deviation value of 101.227184. The capital structure variable shows an average value (mean) of 36.48456 with the smallest (minimum) value of 6.622, the largest (maximum) value of 72.637, the standard deviation value of 16.736155. The ROA variable shows an average value (mean) of 14,19947 with the smallest (minimum) value of 0.442, the largest (maximum) value of 92,100, the standard deviation value of 14,755929.

Model Testing

The classical assumption test is used in testing multiple regression analysis techniques. The classical assumption test is carried out in several stages, namely the data normality test, heteroscedasticity test, multicollinearity test and autocorrelation test. The Kolmogorov Smirnov test was used in the normality test. The results of data normality testing with the Kolmogorov Smirnov test on the first test, the significance value of 0.031, which is less than 0.05, is therefore not normal. So the second test was carried out by removing the outlier data and getting a significance result of 0.240 so that the data was normal. The next step, the multicollinearity test aims to determine the existence of the relationship between the independent variables in the regression model by analyzing the tolerance value and VIF (Variance Inflation Factor). The multicollinearity test results by correlating the independent variables using tolerance and VIF values show that there is no strong correlation between the independent variables so that it means that in the regression model there is no multicollinearity problem. Then the heretoscedasticity test aims to test whether there is a difference in variance from residuals between observations in the model. regression using the Glejser test. The results of the heteroscedasticity test with the Glejser test resulted in a significance value of each independent variable greater than 0.05, so it was concluded that the regression model did not have a heteroscedasticity problem. The autocorrelation test gets a significance value of more than 0.05, it can be said that in the regression model there are no autocorrelation symptoms.

Multiple Linear Regression Analysis

The test in this study passed the t test, F test, and determination coefficient test. The first stage of research was conducted to examine the variables of company size, sales growth and capital structure on ROA. The partial test was carried out using the t test with the following results.

Table 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.667	4.679		7.409	.000
	SIZE	-1.010	.174	-.578	-5.791	.000
	PP	.000	.010	.002	.019	.985
	DAR	.052	.062	.084	.846	.400

Then the determination coefficient test results in an Adjusted R2 value or an adjusted Coefficient of Determination of 0.306 or 30.6%. This value indicates that the ROA variable can be explained by 30.6% by the variables of company size, sales growth, and capital structure, the rest is explained by variables outside the research model. The F test results in the calculated F value generated based on the table is 11.303 and the significance of the F test obtained is 0.000. Because the significance value is less than 0.05 or 5%, it can be concluded that the estimated regression model is good for explaining the effect of company size, sales growth, capital structure and the simultaneous effect on ROA.

The second stage of research was conducted to test the capital structure variable as a moderating variable for company size and sales growth on profitability. The partial test was carried out using the t test with the following results.

Table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.322	9.163		1.236	.221
	SIZE	.017	.382	.010	.045	.964
	PP	.046	.093	.451	.489	.626
	DAR	.704	.229	1.140	3.070	.003
	SIZEDAR	-.028	.009	-1.235	-2.996	.004
	PPDAR	-.002	.004	-.455	-.492	.624

a. Dependent Variable: ROA

Discussion

This research was conducted using a moderated regression analysis (MRA) model to analyze company size, sales growth, capital structure on profitability in the goods and consumption manufacturing sector for the 2016-2018 period. In this study, it was found that there was a significant negative effect of company size having a negative effect on profitability. The negative effect of company size on ROA means that the low assets owned by the company do not rule out the possibility of getting high ROA. Small company assets, if optimized properly, will also be able to generate high ROA. The results of this study support the results of Menicucci's (2017) research, which shows that firm size has an effect on profitability. This research is supported by research by Egbunike (2018) which also shows that company size affects profitability.

This study proves that sales growth has no effect on profitability. The positive effect of growth on ROA means that the increasing sales growth will be able to increase ROA. However, it is not significant, so that increasing sales growth is not matched by optimal operating expenses, it will not be able to increase ROA. Sales growth has a strategic influence on the company because sales growth is marked by an increase in market share which will have an impact on increasing sales of the company so that it will increase the profitability of the company. sales growth research has no effect on profitability.

This study proves that capital structure has no effect on profitability. The positive effect of capital structure on ROA means that the better the capital structure will be able to increase ROA, but not significant, so that the increasing capital structure is not balanced with optimal capital management, it will not be able to increase ROA. The results of this study support the results of Dalci's (2018) research, showing that capital structure has a relationship that has an impact on profitability. Al-Kayed's research (2014) also found the results of the relationship between capital structure and profitability.

This study proves that the capital structure is able to moderate company size on profitability. Companies that have company size will be trusted by third parties to make loan funds. So that the capital structure will strengthen the size of the company to ROA. The results of this study support the research results of Kusumajaya (2011) and Suryanata, et al. (2014) that capital structure is able to moderate the effect of company size on ROA.

This study proves that there is a capital structure that is unable to moderate sales growth on profitability. Sales growth is a positive thing for all companies, company growth that is not balanced with the right capital structure for the future will not be able to increase ROA. The results of this study are in accordance with the results of research by Hersandy (2017) which states that capital structure is not able to moderate the effect of company growth on ROA.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of data analysis and discussion that has been carried out in this study and in accordance with the research objectives, it can be concluded as follows:

1. Company size has a negative effect on ROA.
2. Sales growth has no effect on ROA.
3. Capital structure has no effect on ROA.
4. Capital structure is able to moderate company size on ROA.
5. Capital structure is not able to moderate sales growth on ROA.

Theoretical Implications

1. The effect of company size on ROA

   Masfufah (2016) states that company size is the company's financial condition at a certain time. The size of the company has two categories, namely, the first is large-scale companies and the second is small-scale companies.

   Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies that have a large size can be assumed to have larger assets than companies that are small in size. Large company assets are able to support larger company operations so that they can have an impact on the level of company profitability.

   Companies that have a large size tend to be more trusted to generate profitability than companies that have a small size. Large company size with well optimized assets will be able to increase profitability.

   Menicucci's (2017) research found that firm size affects profitability. This research is supported by research by Egbunike (2018) which also shows that company size affects profitability.

2. The effect of sales growth on ROA

   Andrayani (2013) states that sales are the main indicator for measuring company profitability and are a major aspect of company activities. According to Kennedy (2013) sales growth is an increase in the number of sales from year to year or from time to time.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Company sales is one of the important factors in increasing company profits. The company's sales, which are getting bigger, show that the company's income will also be even greater, therefore the level of profitability will also increase.

Nugragha's research (2016) found that sales growth research has no effect on profitability. Nugraha's research (2016) is supported by the results of Putra's (2015) research, which shows that sales growth has no effect on profitability.

3. The effect of capital structure on ROA

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies in running their business can use internal and external funds such as debt. The debt received by the company also becomes a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

4. The effect of company size on ROA with capital structure as a moderating variable

Masfufah (2016) states that company size is the company's financial condition at a certain time. The size of the company has two categories, namely, the first is large-scale companies and the second is small-scale companies.

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies in running their business can use internal and external funds such as debt. The debt received by the company is also a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

The size of the company greatly influences the profitability of the company, the company will have large or small activities, which can be seen from the size of the company itself. Large company sizes tend to have large assets as well, so that it will be able to produce large output and will have an impact on greater profitability as well. A large company size must also be supported by sufficient sources of funds or funding, a large company size without a good source of funds will not produce optimal output, therefore the importance of a proper capital structure is able to have a positive impact between company size and profitability.

5. The effect of company size on ROA with capital structure as a moderating variable

Andrayani (2013) states that sales are the main indicator for measuring company profitability and are a major aspect of company activities. According to Kennedy (2013) sales growth is an increase in the number of sales from year to year or from time to time.

Riyanto (2008) argues that the capital structure is permanent expenditure which shows a comparison between long-term debt and equity. Capital structure decisions include the act of choosing between the risk and the desired return, increasing debt will increase the risk level of the company's revenue stream, high debt is also able to increase the desired return.

Fahmi (2014) states that profitability is the company's ability to benefit from total assets, sales and own capital. Companies in running their business can use internal and external funds such as debt. The debt received by the company is also a fresh air for the company so that it can better fund its operational activities. The greater the activities carried out, the more positive impacts on the company in terms of profitability.

Sales growth is a positive thing for all companies, company growth that is not balanced with the right capital structure for the future will not be able to increase ROA.

Managerial Implications

The results showed that company size had an effect on ROA. Capital structure moderates firm size against ROA. Investors before investing in a company should look at the size of the company first. The size of the company as measured by the total assets owned by the company reflects the company's activities, the bigger the asset will be able to show large activities and will be able to produce the company's output, then it will have an impact on the company's ROA. In addition, companies must also pay attention to the importance of the company's capital structure, bigger assets with large activities require strong capital to support its operations, but if the capital structure is not properly managed, it will not be able to support large company assets to generate ROA which is good. Big

REFERENCES

Adelina, T. (2012). Pengaruh Karakteristik Perusahaan dan Reformasi Perpajakan Terhadap Penghindaran Pajak di Perusahaan Industri Manufaktur yang terdaftar di Bursa Efek Indonesia Tahun 2008-2010. Tesis.

Ahmed, N., & Afza, T. (2019). Capital structure, competitive intensity and firm performance: evidence from Pakistan. Journal of Advances in Management Research. https://doi.org/10.1108/JAMR-02-2019-0018

Alsharari, N. M., & Alhmoud, T. R. (2019). The determinants of profitability in Sharia-compliant corporations: evidence from Jordan. Journal of Islamic Accounting and Business Research. https://doi.org/10.1108/JIABR-05-2016-0055

Andrayani, N. P. D. I. M. S. N. S. (2013). Pengaruh Pertumbuhan Penjualan, Ukuran Perusahaan Dan Tangibility Assets Terhadap Struktur Modal. E-Jurnal Manajemen Universitas Udayana.

Brigham, E. F., & Houston, J. F. (2006). Dasar-Dasar Manajemen Keuangan (ed.10). Salemba Empat. https://doi.org/10.1145/2505515.2507827

Brigham, E. F., & Houston, J. F. (2010). Manajemen Keuangan Edisi Kedelapan. In Erlangga Jakarta. https://doi.org/10.1016/0377-841X(78)90069-4

Chen, L. J., & Chen, S. Y. (2011). The influence of profitability on firm value with capital structure as the mediator and firm size and industry as moderators. Investment Management and Financial Innovations.

Chotimah, C. (2014). Pengaruh Struktur Modal, Modal Kerja Dan Pertumbuhan Penjualan Terhadap Profitabilitas. Jurnal Ilmu Manajemen (JIM).

Dalci, I. (2018). Impact of financial leverage on profitability of listed manufacturing firms in China. Pacific Accounting Review. https://doi.org/10.1108/PAR-01-2018-0008

Danang, S. 2016. (2016). Metodologi Penelitian Akuntansi. Bandung: PT Refika Aditama. Metodologi Penelitian Akuntansi. Bandung: PT Refika Aditama. https://doi.org/10.1017/CBO9781107415324.004

Darmawati, D., Khomsiyah, & Rahayu, R. . (2004). Hubungan corporate governance dan kinerja perusahaan. Simposium Nasional Akuntansi (SNA) VII. Bali.

Egbunike, C. F., & Okerekeoti, C. U. (2018). Macroeconomic factors, firm characteristics and financial performance: A study of selected quoted manufacturing firms in Nigeria. Asian Journal of Accounting Research. https://doi.org/10.1108/AJAR-09-2018-0029

Fahmi, I. (2014). Analisa Laporang Keuangan. In Bandung : Alfabeta.

Farhana, C. D., Susila, G. P. A. J., & Suwendra, I. W. (2016). Pengaruh Perputaran Persediaan dan Pertumbuhan Penjualan terhadap Profitabilitas pada PT Ambarawa Madya Sejati di Singaraja tahun 2012-2014. E-Journal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen.

Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. (Edisi 8). Semarang: Badan Penerbit Universitas Diponegoro.

Hormati. (2009). Karakteristik Perusahaan Terhadap Kualitas Implementasi Corporate Governance. Jurnal Keuangan Dan Perbankan.

Husnan, S. dan E. Pudjiastuti. 2004. Dasar-Dasar Manajemen Keuangan. Edisi Keempat. Cetakan Pertama. UPP STIM YKPN. Yogyakart. Dk. https://doi.org/10.1017/CBO9781107415324.004

K.R. Subramanyam, J. J. W. (2010). Analisis Laporan Keuangan. Edisi Sebelas, Buku Kesatu. In Jakarta: Salemba Empat.

Kennedy, Nur, A., & Ratna S, A. (2013). faktor-faktor yang mempengaruhi struktur modal pada perusahaan real estate and property yang go public di Bursa Efek Indonesia. Jurnal Akuntansi Universitas Riau.

Margaretha, F., & Pambudhi, R. A. (2014). Dasar-dasar Manajemen Keuangan. Jakarta: Dian Rakyat

Menicucci, E. (2018). The influence of firm characteristics on profitability: Evidence from Italian hospitality industry. International Journal of Contemporary Hospitality Management. https://doi.org/10.1108/IJCHM-04-2017-0219

Ngadiman, & Puspitasari, C. (2014). PENGARUH LEVERAGE, KEPEMILIKAN INSTITUSIONAL, DAN UKURAN PERUSAHAAN TERHADAP PENGHINDARAN PAJAK (TAX AVOIDANCE) PADA. Jurnal Akuntansi.

Ngurah Gede Rudangga, I. G., & Sudiarta Merta, G. (2016). PENGARUH UKURAN PERUSAHAAN, LEVERAGE, DAN PROFITABILITAS TERHADAP NILAI PERUSAHAAN. E-Jurnal Manajemen Universitas Udayana.

Oktapiani, N. L. M. W., & Wiksuana, I. G. B. (2018). PERAN UKURAN PERUSAHAAN DAN PERTUMBUHAN PENJUALAN DALAM MEMODERASI PENGARUH STRUKTUR MODAL TERHADAP PROFITABILITAS. E-Jurnal Manajemen Universitas Udayana. https://doi.org/10.24843/ejmunud.2018.v7.i03.p03

Pagano, P., & Schivardi, F. (2003). Firm size distribution and growth. Scandinavian Journal of Economics. https://doi.org/10.1111/1467-9442.t01-1-00008

Putra, A., & Badjra, I. (2015). PENGARUH LEVERAGE, PERTUMBUHAN PENJUALAN DAN UKURAN PERUSAHAAN TERHADAP PROFITABILITAS. E-Jurnal Manajemen Universitas Udayana.

Riyanto, B. (2008). Dasar-dasar Pembelanjaan Pembelanjaan Perusahaan. In BPFE, Yogyakarta.

Sartono. (2019). Sartono, R. Agus. 2001. Manajemen Keuangan Teori dan Aplikasi. Edisi 4. Yogyakarta: BPFE. Revolusi Industri 4.0: Desain Perkembangan Transaksi Dan Sistem Akuntansi Keuangan.

Sri, A., Dewi, M., & Wirajaya, A. (2013). Pengaruh Struktur Modal , Profitabilitas Dan Ukuran Perusahaan Pada Nilai Perusahaan. E-Jurnal Akuntansu Universitas Udayana.

Sudana, I. M. (2015). Manajemen Keuangan Perusahaan Teori & Praktik. In Erlangga. https://doi.org/10.1145/2505515.2507827

Sudaryo, Y., & Pratiwi, I. Y. (2016). PENGARUH STRUKTUR MODAL DAN LIKUIDITAS TERHADAP PROFITABILITAS DAN DAMPAKNYA TERHADAP KINERJA KEUANGAN (Studi Kasus pada Perusahaan Property, Real Estate and Building Construction Yang Terdaftar Di BEI Periode 2007-2014). Jurnal Indonesia Membangun.

Sugiyono. (2017). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D). In Metodelogi Penelitian.

Sulistya Nugraha, P., & Mulyo Haryanto, A. (2016). Analisis Pengaruh Sales Growth, ROE, SIZE, TATO, dan Current Ratio Terhadap ROA dan Terhadap Beta Akuntasi Studi Kasus Pada Perusahaan Manufaktur yang Terdaftar di BEI Periode 2010-2014). Diponegoro Journal of Management. https://doi.org/10.1006/jfbi.2000.1504

Sunarto, & Budi, A. P. (2009). Pengaruh Leverage , Ukuran Dan Pertumbuhan Perusahaan Terhadap Profitabilitas. Telaah Manajemen Marlien.

Suwito, E., & Herawaty, A. (2005). Analisis Pengaruh Karakteristik Perusahaan Terhadap Tindakan Laba Yang Dilakukan Oleh Perusahaan Yang Terdaftar Di Bursa Efek Jakarta. Simposium Nasional Akuntansi VIII. Solo.

Tarek, L., Sharifah, A.-K., Syed, R., Zain, M., Duasa, J., Battaglia, F., Mazzuca, M., Buchanan, B., Al-Kayed, L. T., & Syed, S. R. (2014). Journal of Islamic Accounting and Business Research The relationship between capital structure and performance of Islamic banks. Journal of Islamic Accounting and Business Research The Journal of Risk Finance Iss Renata Trinca Colonel Journal of Financial Regulation and Compliance Iss Managerial Finance. https://doi.org/10.1108/JIABR-04-2012-0024

Thippayana, P. (2014). Determinants of Capital Structure in Thailand. Procedia - Social and Behavioral Sciences. https://doi.org/10.1016/j.sbspro.2014.07.558

Tommy, K., & Sari, M. M. R. (2013). Pengaruh Return on Assets , Leverage , Corporate Governance , Ukuran Perusahaan Dan Kompensasi Rugi Fiskal Pada Tax Avoidance. Buletin Studi Ekonomi.

Veno, A. (2015). Pengaruh Good Corporate Governance terhadap Kinerja Perusahaan pada Perusahaan Manufaktur Go Public (Studi Empiris pada Perusahaan yang Terdaftar di BEI 2011-2013). BENEFIT Jurnal Manajemen Dan Bisnis.

Wulandari, I., Andreas, & Ilham, E. (2014). Pengaruh Kepemilikan Manajerial, Debt Covenant Dan Growth Opportunities Terhadap Konservatisme Akuntansi. JOM FEKON. https://doi.org/10.4324/9781315853178

Yadav, C. S. (2014). Determinants Of The Capital Structure And Financial Leverage: Evidence Of Selected Indian Companies. Asia Pacific Journal of Research.

Zulvia, Y. (2019). PENGARUH DEBT TO EQUITY RATIO (DER) DAN DEBT TO TOTAL ASSET RATIO (DAR) TERHADAP PROFITABILITY PADA PERUSAHAAN MANUFAKTUR YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE 2014-2017. Economac.