

Financial Performance Analysis Using Economic Value Added at PT. Blue Bird Tbk

Dinatonia J. Matruty¹, Lilian Sonya Loppies², Dwi Yuni Taliak³

^{1,2,3} Universitas Pattimura, Indonesia

dinatonia_matruty@yahoo.com, Lilianloppies@gmail.com

Abstract

This study aims to analyze financial performance analysis using economic value added at PT Blue Bird Tbk. The type of research used are descriptive research and verificative research. The data used in this study is in the form of financial report data for 2016 2020 sourced from idx.co.id. Data is analyzed using descriptive statistical methods. The calculation results show that economic value added at PT Blue Bird Tbk for the 2016 to 2020 period fluctuates. Economic value-added value at PT Blue Bird Tbk for the 2016 to 2020 period is above 0 or positive (> 0), then there has been an economic added value in the company.

Keywords

financial; performance;
economic value



I. Introduction

The service sector is one of the businesses that is growing in the current era of globalization. The business sector in the service sector that is developing is the transportation sector. The community's need for transportation creates opportunities for business growth in this sector. To support the growth of development is very much supported by the transportation sector. One of the developing land transportations is taxi. Taxis in Indonesia developed from the 90s. The development of technology brings land transportation online that offers convenience for consumers. The growth of online taxis creates intense competition between transportation service providers. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

In the midst of intense competition, companies are required to have sustainability and be able to survive in this situation. Companies must be able to improve performance for business sustainability. Measurement of financial performance is very important for management and an investor, the goal is to determine investment, funding and liquidity decisions with the aim of maximizing the prosperity of the company. By analyzing the financial statements, the company can find out the achievement of financial performance.

This research was conducted at PT Blue Bird Tbk, which is a pioneer taxi operator with the largest fleet in Indonesia. Changes occur in the world of transportation; the existence of online taxis affects the financial performance of conventional taxis. Online transportation, comes with new conveniences with cheaper rates because they are not burdened with vehicle maintenance costs. 2016 was a tough year for conventional taxi companies, including PT Blue Bird Tbk (BIRD). In the 2016 financial statements, there was a significant decrease in revenue. The development of online transportation such as Go-Jek and Grab is increasing in Indonesia and has caused PT Blue Bird Tbk experienced a weakening.

The operational system of PT Blue Bird Tbk is implemented effectively and efficiently and has customer loyalty, although there was a decrease in performance during the research period, this decline could be controlled. As a fairly large company, making changes is not as easy as it would be for a small company, because the scale of operations of a large company is quite extensive and the challenges are quite severe. Bluebird made an innovation where in 2017 Bluebird and Gojek collaborated on business and strengthened digital-based services.

The digital era where the millennial generation prefers to order taxis online through applications makes blue bird taxi management take several strategic steps, including developing a taxi booking application with a digital basis which is owned by PT Blue Bird Tbk under the name My Blue Bird, this application continues to be refined and adapted to the latest developments. With the My Blue Bird application, customers are given the convenience of ordering a taxi. The development of digital-based technology makes PT Blue Bird Tbk continue to strive to carry out business strategies and policies that are competitive and have an effect on improving financial performance.

Financial data shows the Company recorded a net income of Rp2.05 trillion in 2020, a decrease of almost 50 percent from 2019's revenue of Rp4.05 trillion and in 2020 the company recorded a loss. The biggest contribution of PT Blue Bird Tbk so far is revenue from taxi vehicles, the other largest contributor is from vehicle rental, then income from building rentals and auction commissions. The losses experienced by PT Blue Bird Tbk for five years were due to the emergence of online transportation platforms, such as Go-Jek, Grab, and Uber in Indonesia. This requires companies to not only focus on the taxi segment and shift their focus to the non-taxi segment as well. The losses suffered by the company were also exacerbated by market demand which declined drastically during 2020, as a result of the outbreak of the COVID-19 pandemic. The occurrence of the COVID-19 pandemic has a direct impact on people's mobility and activities. Restrictions on social activities and business activities set by the Government affect the transportation business, including the taxi business.

With the decline in revenue and total assets in 2020, while total equity increases every year, the company has not been able to significantly increase the current year's profit, therefore the company's financial statements need to be analyzed so that it can determine the internal factors that affect the company's financial performance.

This study aims to analyze financial performance analysis using economic value added at PT Blue Bird Tbk.

II. Review of Literature

2.1 Economic Value Added

Financial performance analysis is an effort carried out by the company to evaluate the effectiveness of the company's operational activities within a certain period of time. According to Jumingan (2006) financial performance is a description of the company's financial condition in terms of funding and distribution in a certain period.

Assessment of financial performance using several methods, ratio analysis is an analysis that is often used to assess the company's financial performance. Financial ratios can be used as a financial performance assessment tool. Companies are not only oriented to profit, but companies must also be oriented to company value because achieving high profits does not necessarily provide added value for the company. In addition to using financial ratios, financial performance can be measured using the economic value added

method, this method is able to explain the company's performance including the achievement of profits and the creation of value added investment for the company (Esomar and Tuapattinaja, 2019).

Financial ratio analysis is done by analyzing the relationship between the items in the financial statements and is used as a basis to determine the company's financial condition. Assessment of the company's financial position in one period can be assessed by analyzing financial ratios that describe the relationship between the elements of the financial statements. The financial ratios used include liquidity ratios, profitability ratios and solvency ratios.

The economic value-added method is one method of assessing financial performance that focuses more on the added value of an investment (Sawir, 2005). Economic value added is an indicator of the added value of an investment. Positive economic value added indicates the rate of return on capital is higher than the level of the cost of capital, this means that the company is able to create added value for the owner of the company in the form of additional wealth. Meanwhile, negative economic value-added means that the company's total cost of capital is greater than the after-tax operating profit it earns, so that the company's financial performance is not good (Wardoyo, 2018). The advantage of the economic value-added method is that it makes companies focus more on value creation. Economic value-added measures the added value generated by the company by taking into account the cost of capital that arises as a result of the investments made so that the value generated from the calculation of economic value added is the real value of the company and by using this method the company management will pay more attention to the interests of the shareholders stocks (Solina, 2022).

III. Research Method

The type of research used is descriptive research, namely the data obtained in the form of secondary data from the company's financial statements related to existing variables (Octiva et al., 2018; Pandiangan, 2018). Verificative research is a type of research that aims to test a theory or previous research results, so that results are obtained that strengthen or invalidate previous theories or research results (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015).

Data is a collection of information or also descriptions of something that is obtained through observation or also searching for certain sources (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Data obtained but not processed further can become a fact or assumption (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). The data used in this study is in the form of financial report data for 2016 2020 sourced from idx.co.id.

Data is analyzed using descriptive statistical methods. Descriptive statistical method is a method to describe and provide an overview of the frequency distribution of variables in a study (Pandiangan et al., 2022; Tobing et al., 2018).

IV. Result and Discussion

4.1 Economic Value-Added Analysis Results

Table 1. Economic Value-Added Analysis Results at PT Blue Bird Tbk (2016–2020)

Information	2016	2017	2018	2019	2020
NOPAT	510.203	427.95	460.273	315.622	(163.183)
WACC	0,038	0,046	0,057	0,031	(0,034)
Invested Capital	6.486.509	6.080.540	6.340.170	6.670.789	6.613.250
Capital Charges	246.487.342	279.704.84	361.389.69	206.794.342	(224.850.5)
EVA	263.716	147.791	98.884	108.828	61.667

Based on Table 1 the calculation results show that economic value added at PT Blue Bird Tbk for the 2016 to 2020 period fluctuates, where it fell in 2017 to 2018 in 2019 it increased but in 2020 it fell again very significantly. This is because the acquisition of NOPAT value and capital charges in 2020 decreased and was negative, but the economic value-added value obtained was still categorized as positive because the net profit generated was greater than the cost of capital used. Economic value-added value at PT Blue Bird Tbk for the 2016 to 2020 period is above 0 or positive (>0), then there has been an economic added value in the company, so that the greater the economic value added generated, the expectations of the funders can be fulfilled properly, namely getting an investment return equal to or more than what was invested and creditors getting interest (Dewi, 2017). However, the state of economic value added in 2020 has a small value compared to the value of economic value added in other years. So the management of PT Blue Bird Tbk must be able to create better economic added value for the company, which means that the profit generated must exceed the expectations of shareholders for the capital they have invested in the company, thus making investors not hesitate to invest in PT Blue Bird Tbk.

Based on the calculation of NOPAT from year to year, it is known that the value of NOPAT from 2016 to 2017 has decreased by Rp82,708 this is due to the lower level of net profit before tax. Meanwhile, in 2018 it increased by Rp32,778 due to an increase in net profit before tax. Then in 2019 there was a significant decrease of Rp144,651 and continued to decline again very drastically in 2020 with a negative value of Rp(163,183), this was due to a decrease in net profit before tax. NOPAT greatly influences the level of company value creation. The rise and fall of the NOPAT value is influenced by the income tax burden and net profit before tax, the greater the NOPAT value, the greater the economic value added generated. If the NOPAT value is greater than the capital charges, the resulting economic value added will be positive. On the other hand, the smaller the NOPAT value, the smaller the resulting economic value added. If NOPAT is less than capital charges, the resulting economic value added will be negative (Kusumawati and Hamidah, 2017).

Furthermore, based on the results of the WACC calculation, it is known that the WACC value in 2016 to 2018 has increased this is due to the increase in the level of equity capital. Then in 2019 the resulting WACC decreased by 2.6% then decreased drastically in 2020 by 6.5% this is because the company generates higher levels of capital from debt, short-term debt costs and income taxes. WACC is a measure to determine the level of the cost of capital that describes the level of return on investment expected by investors. The greater the WACC value, the greater the value of capital charges that will

be generated to determine the value of economic value added to the company (Adiguna et al., 2017).

Invested capital which is generated from Total Debt and Equity is then reduced by short-term debt, showing the value in 2016 to 2017 has decreased by as much, and in 2018 to 2019 it has increased then in 2020 it has decreased again. This is due to the fluctuating total amount of debt, equity and short-term debt. Invested capital is the total amount of the company's loans excluding short-term loans without interest. The greater the value of invested capital, the greater the value of capital charges which will later produce positive economic value added (Wijayantini and Sari, 2018)

It is known that the value of capital charges generated in 2016 to 2018 has increased this is due to the increase in the weighted average cost of capital (WACC). In 2019 the value of capital charges decreased then in 2020 it fell again drastically. This was due to the decrease in the WACC value from the previous year. Capital charges are the amount of funds available to the company to finance the company which is the sum of total debt and total shares. Capital charges are obtained from the results of WACC and invested capital. The smaller the value of the resulting capital charges, the greater the economic value added that will be generated. If the capital charges are smaller than NOPAT, the resulting economic value added will be even greater (Feranita, 2017).

V. Conclusion

The calculation results show that economic value added at PT Blue Bird Tbk for the 2016 to 2020 period fluctuates. Economic value-added value at PT Blue Bird Tbk for the 2016 to 2020 period is above 0 or positive (> 0), then there has been an economic added value in the company.

Suggestions in this research are:

1. Companies need to increase sales volume, operational cost efficiency, and manage assets effectively so that the company's profit increases and can increase the value of economic value added.
2. The company needs to innovate and implement the right strategy so that PT Blue Bird Tbk service will always be used by consumers.

References

- Adiguna, I. N., Murni, S., & Tumiwa, J. (2017). Analisis Kinerja Keuangan dengan Menggunakan Metode Economic Value Added (EVA) pada Perusahaan Plastik dan Kemasan yang Terdaftar di Bursa Efek Indonesia Periode Tahun 2011-2015. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2).
- Asyraini, Siti, Fristy, Poppy, Octiva, Cut Susan, Nasution, M. Hafiz Akbar, & Nursidin, M. (2022). Peningkatan Kesadaran Protokol Kesehatan di Masa Pandemi Bagi Warga di Desa Selamat Kecamatan Biru-biru. *Jurnal Pengabdian Kontribusi (Japsi)*, 2(1), 33-36.
- Dewi, M. (2017). Penilaian Kinerja Keuangan Perusahaan dengan Menggunakan Metode EVA (Economic Value Added) (Studi Kasus pada PT. Krakatau Steel Tbk Periode 2012-2016). *Jurnal Manajemen dan Keuangan*, 6(1), 648–659.
- Esomar, M., & Tuapattinaja, I. (2019). Analisis Economic Value Added dan Market Value Added Terhadap Return Saham PT. Mustika Ratu, Tbk. *Jurnal SOSOQ*.
- Feranita, R. (2017). Analisis Kinerja Keuangan dengan Menggunakan Metode EVA (Studi

- Kasus pada Perusahaan Sektor Pertanian yang Terdaftar di ISSI). Uin Raden Fatah Palembang.
- Jibril, Ahmad, Cakranegara, Pandu Adi, Putri, Raudya Setya Wismoko, & Octiva, Cut Susan. (2022). Analisis Efisiensi Kerja Kompresor pada Mesin Refrigerasi di PT. XYZ. *Jurnal Mesin Nusantara*, 5(1), 86-95.
- Jumingan. (2006). Analisis Laporan Keuangan. Bumi Aksara.
- Kusumawati, N., & Hamidah, N. (2017). Economic Value Added (EVA) sebagai Alat Ukur Kinerja Keuangan Perusahaan. *Akademika*, 15(1), 7–13.
- Magdalena, S., Suhatman, R. (2020). The Effect of Government Expenditures, Domestic Investment, Foreign Investment to the Economic Growth of Primary Sector in Central Kalimantan. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 3, Page: 1692-1703.
- Octiva, C. S., Irvan, Sarah, M., Trisakti, B., & Daimon, H. (2018). Production of Biogas from Co-digestion of Empty Fruit Bunches (EFB) with Palm Oil Mill Effluent (POME): Effect of Mixing Ratio. *Rasayan J. Chem.*, 11(2), 791-797.
- Octiva, Cut Susan, Indriyani, & Santoso, Ari Beni. (2021). Effect of Stirring Co-digestion of Palm Oil and Fruith for Biogas Production to Increase Economy Benefit. *Budapest International Research and Critics Institute-Journal*, 4(4), 14152-14160. DOI: <https://doi.org/10.33258/birci.v4i4.3521>.
- Octiva, Cut Susan. (2018). Pengaruh Pengadukan pada Campuran Limbah Cair Pabrik sKelapa Sawit dan Tandan Kosong Kelapa Sawit terhadap Produksi Biogas. Tesis. Medan: Fakultas Teknik, Program Studi Teknik Kimia, Universitas Sumatera Utara. <https://repositori.usu.ac.id/bitstream/handle/123456789/12180/157022002.pdf?sequence=1&isAllowed=y>.
- Pandia, S., Tanata, S., Rachel, M., Octiva, C., & Sialagan, N. (2018). Effect of Fermentation Time of Mixture of Solid and Liquid Wastes from Tapioca Industry to Percentage Reduction of TSS (Total Suspended Solids). *IOP Conference Series: Materials Science and Engineering*, 309, 012086. DOI: 10.1088/1757-899X/309/1/012086.
- Pandiangan, Saut Maruli Tua, Oktafiani, Fida, Panjaitan, Santi Rohdearni, Shifa, Mutiara, & Jefri, Riny. (2022). Analysis of Public Ownership and Management Ownership on the Implementation of the Triple Bottom Line in the Plantation Sector Listed on the Indonesia Stock Exchange. *Budapest International Research and Critics Institute-Journal*, 5(1), 3489-3497. DOI: <https://doi.org/10.33258/birci.v5i1.4016>.
- Pandiangan, Saut Maruli Tua, Resmawa, Ira Ningrum, Simanjuntak, Owen De Pinto, Sitompul, Pretty Naomi, & Jefri, Riny. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute-Journal*, 4(4), 7785-7791. DOI: <https://doi.org/10.33258/birci.v4i4.2697>.
- Pandiangan, Saut Maruli Tua, Rujiman, Rahmanta, Tanjung, Indra I., Darus, Muhammad Dhio, & Ismawan, Agus. (2018). An Analysis on the Factors which Influence Offering the Elderly as Workers in Medan. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 23(10), 76-79. DOI: 10.9790/0837-2310087679. <http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2023%20Issue10/Version-8/K2310087679.pdf>.
- Pandiangan, Saut Maruli Tua. (2015). Analisis Lama Mencari Kerja Bagi Tenaga Kerja Terdidik di Kota Medan. Skripsi. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ekonomi Pembangunan, Universitas Sumatera Utara. https://www.academia.edu/52494724/Analisis_Lama_Mencari_Kerja_Bagi_Tenaga_

Kerja_Terdidik_di_Kota_Medan.

- Pandiangan, Saut Maruli Tua. (2018). Analisis Faktor-faktor yang Mempengaruhi Penawaran Tenaga Kerja Lanjut Usia di Kota Medan. Tesis. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ilmu Ekonomi, Universitas Sumatera Utara. <http://repositori.usu.ac.id/bitstream/handle/123456789/10033/167018013.pdf?sequence=1&isAllowed=y>.
- Pandiangan, Saut Maruli Tua. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal of Production, Operations Management and Economics (JPOME)*, 2(1), 15–21. <http://journal.hmjournals.com/index.php/JPOME/article/view/442>.
- Sawir, Agnes. (2005). Analisis Kinerja Keuangan dan Perencanaan Keuangan Perusahaan. Gramedia Pustaka Utama.
- Shah, M. M., et al. (2020). The Development Impact of PT. Medco E & P Malaka on Economic Aspects in East Aceh Regency. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 1, Page: 276-286
- Tobing, Murniati, Afifuddin, Sya'ad, Rahmanta, Huber, Sandra Rouli, Pandiangan, Saut Maruli Tua, & Muda, Iskandar. (2018). An Analysis on the Factors Which Influence the Earnings of Micro and Small Business: Case at Blacksmith Metal Industry. *Academic Journal of Economic Studies*, 5(1), 17-23. <https://www.ceeol.com/search/article-detail?id=754945>.
- Wardoyo, D. U. (2018). Komparasi Kinerja Keuangan Melalui Pendekatan Economic Value Added (Eva) pada Perusahaan Transportasi di Jakarta. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 3, 223–232.
- Wijayantini, B., & Sari, M. I. (2018). Mengukur Kinerja Keuangan dengan EVA dan MVA. *Benefit: Jurnal Manajemen dan Bisnis*, 3(1), 68–73.