

Reciprocal Influence of Liquidity and Capital Structure on Profitability in Electronic Retail Companies on the Indonesian Stock Exchange 2021-2023

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ABSTRACT

Keywords:

Liquidity; Structure;
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Background: Profitability is the company's ability to earn profits in a certain period. Profitability can be used as a reference for investors when they want to make an investment, and is important information for other related parties. The company's profitability will be assessed as having good performance so that it can survive and compete. Companies that produce high profitability will be able to survive and have high competitiveness. For management, profitability is important information for making better and profitable decisions. Profitability is influenced by many variables, including capital structure and liquidity. The analysis of capital structure and liquidity in relation to profitability is a good thing if it is linked to strategic decision-making.

Method: In this research, the data used is secondary data in the form of annual financial reports published on the IDX and the company's official website during the 2021-2023 period. The type of research used is explanatory research. The research carried out in this study used a quantitative approach. The population comprised 8 retail companies. The sampling technique was purposive sampling. The analysis technique used was descriptive statistical analysis, with data processing using Microsoft Excel and SPSS Version 21.

Results: The findings show that liquidity significantly and positively affects profitability, with a t-test significance value of 0.031. Capital structure also has a significant positive effect on profitability, with a significance value of 0.030. Reciprocally, liquidity and profitability influence each other positively, where the effect of profitability on liquidity shows a t-test significance of 0.011.

Conclusion: This study concludes that liquidity has a higher significance level than capital structure; therefore, companies should pay greater attention to liquidity because it contributes to increased profitability. Reciprocally, the effect of capital structure on profitability is significantly positive, but profitability does not affect capital structure, indicating that companies tend to rely on internal funding in line with the Pecking Order Theory.

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INTRODUCTION

Based on data from Bank Indonesia, the Indonesian retail sales growth survey reported an increase of 1.0% (mtm) recorded in January 2024. Increasingly tight competition requires management to increase profits for business owners. Profitability is the company's ability to earn profits in a certain period. Profitability can be used as a reference for investors when they want to make an investment, and is important information for other related parties. The company's profitability will be assessed as having good performance so that it can survive and compete. Companies that produce high profitability will be able to survive and have high competitiveness. (Nurwati et.al, 2022) For management, profitability is important information for making better and profitable decisions. One of management's tasks is to make funding decisions (Suhadah & Darmawan, 2015). Profitability is influenced by many variables, including capital structure and liquidity. The analysis of capital structure and liquidity in relation to profitability is a good thing if it is linked to strategic decision-making.

Liquidity is a ratio that describes a company's ability to fulfill short-term obligations (debts) (Kasmir, 2016). This means that if the company's obligations are collected, the company is required to be able to pay the debt, especially those that are due. The company's inability to pay all or part of its debts (obligations) that are due when billed will affect the company's relationship and good name with its creditors. If the company has a good level of liquidity, it will achieve stability and smooth operations. Liquidity that is too high indicates inefficiency in asset utilization. It is important for companies to maintain a balance of liquidity so as not to disrupt company productivity (Maysita and Harahap, 2018). When these two aspects, namely capital structure and liquidity, are managed effectively, the company can maintain financial stability and maximize opportunities to achieve optimal levels of profitability. The combination of liquidity and the right capital structure creates a solid foundation for companies in facing business challenges (Riswan and Martha, 2024).

Capital structure is an important element that can influence profitability. Capital structure is a mixture of debt and equity resulting from financing operation decisions (Komarudin & Tabrani, 2019). The aim of the capital structure is to combine the permanent resources used by the company by maximizing the share price and minimizing the company's cost of capital (Kown, 2011). It is known to many people that the success or failure of an activity is largely determined by the quality of financial decisions, namely the decisions made by the company in seeking funds to finance investments and determining funding sources (Arianti, 2022). Every company wants to have an optimal capital structure, namely the proportion of debt and equity that produces the lowest weighted average cost of capital (WACC) for the company (Komarudin and Tabrani, 2019). A company taking a certain amount of debt is good, but if the company takes a high amount of debt, it will result in financial difficulties. The existence of high debt will reduce the net profit obtained by the company. All companies must evaluate their capital structure so that in order to implement it, the company obtains an optimal capital structure as a financial decision.

Previous research related to the analysis of the influence of liquidity and capital structure on profitability, and conversely the influence of profitability on liquidity and capital structure is as follows; The results of his research stated that profitability had a significant negative effect on capital structure (Astuti, 2023). Liquidity has a positive influence on capital structure (Sari, 2021). Profitability has a negative influence on capital structure (Khafid, Prihatni & Safitri, 2020). Capital structure has a significant positive effect on Return on Equity (ROE). (Mujahid and Akhtar, 2014). Capital structure has a significant negative effect on Return and Equity (ROE) Chianemerem and Antony (2012). The research results show that partial liquidity is significant to profitability (Riska Mailinda, 2018). The liquidity variable has a negative influence on company profitability (Afrisa Thomas, 2016). Research shows that partial liquidity has a positive and significant effect on profitability (Rahman, 2023) There is a negative effect of liquidity on profitability (Shinta, 2023).

Based on differences in previous research results, capital structure, liquidity, and profitability influence each other. Liquidity and capital structure are two interrelated factors and can have a significant impact on profitability. The relationship between the two is often a major concern in financial management, considering that decisions taken in managing liquidity and capital structure can affect business continuity. An inappropriate combination can cause serious financial problems for the company (Silfi, 2016). The aim of this research is to test reciprocally, namely to test the effect of liquidity

and capital structure on profitability and vice versa to test the effect of profitability on liquidity and capital structure in electronic retail companies listed on the IDX in 2021-2023. The choice of the electronic retail subsector is because these products are able to survive in difficult economic conditions, and electronic products are very much needed by society in the modern era. The use of electronic goods in society is increasing. In this research, the liquidity variable uses the Current Ratio (CR) indicator, while the capital structure uses the Debt Equity Ratio (DER) indicator. For profitability, the Return On Equity (ROE) indicator is used. This research uses Pecking Order theory, Off Order Theory, and Signaling Theory.

The trade-off theory initiated by (Modigliani & Miller, 1963) revealed that if a company borrows at a certain level, it will obtain tax savings. These income tax savings can cause companies to be eager to take on debt. Companies must be careful in funding policies. If you are not careful, it will result in financial difficulties. Financial difficulties will occur if the company takes on debt that is too high. It is good for a company to have some debt, and the company must be able to determine the optimal amount of debt. Based on the Pecking order Theory, managers will apply this theory with the first option to meet the company's needs using retained earnings (Myers, 1984). Pecking Order theory states that there is an order in which funds are used for company financing. The first order is that the company uses internal funds in the form of retained earnings. The next, or second sequence of companies can take on debt. Third, if it is not possible for the company to use internal funds and debt, the company can issue shares. Retained earnings have a high significant level with debt (Megison, 1996; 306).

Profitability is the level of net profit that a company can achieve in carrying out its operations, (Husnan, 2015:317). Profitability is a company's ability to generate profits from its sales, often shown by profit margin (Budi Raharjo (2021:88) Profitability ratios such as Return On Assets (ROA), Return On Investment (ROI) and Return On Equity (ROE) are used to evaluate performance finance (Husain 2021). Company profitability can be measured by Profit Margin, Return On Investment (ROI), Return On Assets (ROA), Return On Equity (ROE), Profit growth and growth ratio, (Kasmir, 2019). Liquidity is the ability of a company to fulfill its short-term obligations in a timely manner, (Fahmi, 2020). Liquidity is measured by various ratios such as the current ratio, quick ratio and cash ratio (Dewi, 2017). These ratios provide an overview of how effective the company's current assets are in financing its short-term liabilities.

Companies with good liquidity are generally more stable in their operations and able to face uncertainty. However, liquidity that is too high can indicate that the company is not optimal in utilizing its current assets to generate income. The company must be able to manage liquidity well or in balance in order to maintain and maintain efficiency and productivity (Sariroh, 2021). Capital structure was first proposed by (Modigliani and Miler in, 1958) and was called an irrelevant theory because it did not include taxes. (Modigliani & Miler, 1963) developed the capital structure theory by including taxes. The existence of income tax savings encourages companies to take on debt because it is still profitable for the company.

H1: It is suspected that liquidity has a positive effect on profitability.

H3: It is suspected that profitability has a positive effect on liquidity.

Capital structure is a claim on company assets and cash flow (Budiardjo, 2023). A balanced capital structure allows companies to take advantage of benefits from external funding without significantly increasing financial risk (Hamidah and Hayati, 2024). The ratio indicator used to measure capital structure is the Debt to Equity Ratio (DER). The DER formula is Total debt divided by Equity, (Karyawati, 2011) Debt Asset Ratio (DAR), Short Term Debt to Total Assets (STDA), Long Term Debt to Total Asset Ratio (LTDA).

H2: It is suspected that capital structure has a positive effect on profitability.

H4: It is suspected that profitability has a negative effect on capital structure.

The framework is intended to describe research paradigms as answers to research problems. The following framework of thinking in this research illustrates the hypothesis in this research:

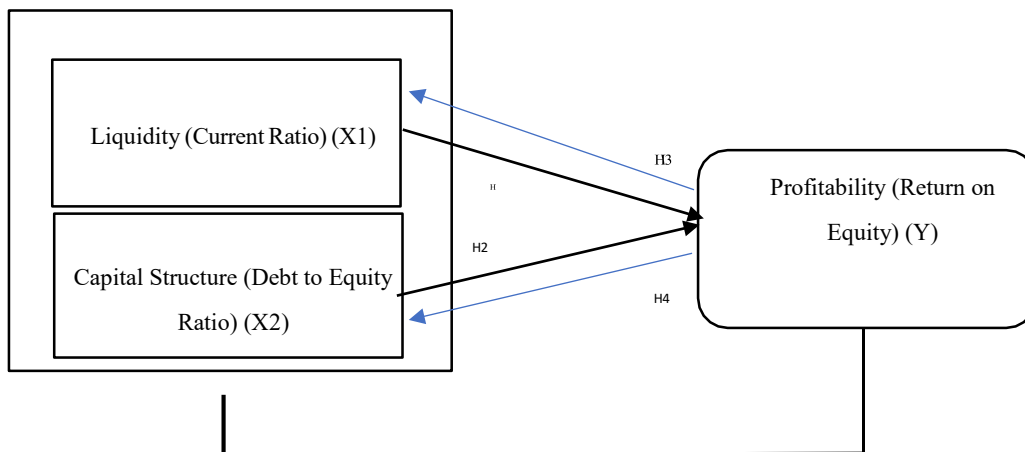


Figure 1. Framework of Thought

METHOD

In this research, the data used is secondary data in the form of annual financial reports published on the IDX and the company's official website during the 2021-2023 period. The type of research used is explanatory research which explains the position of the variables studied, the relationship, and influence between one variable and another. The research carried out in this study used a quantitative approach. This research aims at electronic retail companies with financial report data for 2021-2023 which can be obtained from the Indonesia Stock Exchange website (www.idx.co.id).

The population in this study comprised 8 retail companies listed on the Indonesia Stock Exchange in the 2021-2023 period. The technique used for sampling was purposive sampling. The number of samples was 34, listed companies that met the criteria to be used as samples included PT Gaya Abadi Perfect Tbk, PT Ace Hardware Indonesia Tbk, and PT Electronic City Indonesia Tbk. The analysis technique used was descriptive statistical analysis, with data processing using Microsoft Excel and the SPSS Version 21 application.

Table 1. Operational definition

| Variable | Indicator | Asset |
|-------------------|-------------------------|---|
| Liquidity | Current Ratio (CR) | $\frac{\text{size is smooth}}{\text{Short-term liabilities}}$ |
| Capital Structure | Debt Equity Ratio (DER) | $\frac{\text{Total debt}}{\text{Equity}}$ |
| Profitability | Return On Equity (ROE) | $\frac{\text{Equity net}}{\text{Profit}}$ |

RESULTS AND DISCUSSION

Descriptive Analysis

Testing with descriptive analysis is used to explain the relationship and influence of liquidity variables, capital structure on profitability and vice versa the influence of profitability on liquidity and capital structure. Data is processed using the SPSS application. Before analysis it is necessary to carry out a classical assumption test, the results of the classical assumption test are sufficient to continue the analysis with SPSS.

Table 2. Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|----------------------------|----|---------|---------|--------|----------------|
| Likuiditas (Current Ratio) | 33 | 1,86 | 10,30 | 4,6202 | 2,85954 |
| Struktur modal (DER) | 33 | ,22 | 2,48 | ,5729 | ,42565 |
| Profitabilitas (ROE) | 33 | ,00 | ,19 | ,0530 | ,04908 |
| Valid N (listwise) | 33 | | | | |

Classic Assumption Test

A normality test is carried out, this standard is to check whether in the regression version the dependent variable, independent variable or both are normally distributed (Ghozali, 2011). The results of the normality test using the Kolmogorov-Smirnov test show a significance level of 0.085 (1 greater than 0.05), which means all variables are normally distributed. The results of the multicollinearity test with tolerance and VIF values did not occur in the data used. This statement is based on the following results:

- a. Tolerance value of current ratio and debt to equity ratio variables, namely $0.869 > 0.10$
- b. The VIF value of the current ratio and debt to equity ratio variables is $1.151 < 10.00$.

The scatter plot graph shows that the dots are distributed randomly and do not have a clear pattern, and the dots are spread evenly over the X and Y axes, so it can be concluded that heteroscedasticity does not occur. This result shows a Durbin- Watson value (DW test) of 1.776 so that the D-W number results are between -2 to +2. Results Durbin Watson value autocorrelation test which means there is no autocorrelation, because the results show a value between 2 and 2 (Santoso, 2010).

Hypothesis Testing

1. Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable.

Table 3. Multiple Linear Test Results

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | -,005 | ,022 | | -,214 | ,832 | | |
| Likuiditas (Current Ratio) | ,007 | ,003 | ,397 | 2,267 | ,031 | ,869 | 1,151 |
| Struktur Modal (DER) | ,046 | ,020 | ,399 | 2,280 | ,030 | ,869 | 1,151 |

a. Dependent Variable: Profitability (ROE)

Based on table 2, a linear regression equation can be prepared double as follows:

$$Y = a + B_1X_1 + B_2X_2 + e$$

$$Y = (-0.005) + 0.007 X_1 + 0.046 X_2 + e$$

The explanation of the equation above is as follows:

- a. The constant (a) is -0.005 which indicates there is no influence on the regression equation. The influence of the independent variable on the dependent variable is 0, so the profitability value is -0.005. So, in general a negative constant value is not a reason to conclude that the equation is wrong. (Rietveld and Sunaryanto, 1994).

- b. The regression coefficient value for the liquidity variable (B1) is 0.007 in a positive direction, indicating that if the liquidity value increases one unit, it will increase profitability by 0.007 assuming other variables have a fixed value.
- c. The regression coefficient value of the capital structure variable (B2) is 0.046 in a positive direction, indicating that the leverage value increases one unit, so there is no influence on profitability of 0.046 assuming other variables have a fixed value.

2. Partial Regression Coefficient Test (t Test)

This test aims to find out whether in the regression model the independent variable partially influences the dependent variable

Table 4. Test Results

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -,005 | ,022 | | -,214 | ,832 | | |
| | Likuiditas (Current Ratio) | ,007 | ,003 | ,397 | 2,267 | ,031 | ,869 | 1,151 |
| | Struktur Modal (DER) | ,046 | ,020 | ,399 | 2,280 | ,030 | ,869 | 1,151 |

a. Dependent Variable: Profitabilitas (ROE)

Reciprocal test results influence profitability on liquidity and Capital structure. Effect of Profitability on liquidity.

Table 5. t test

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 2.026 | ,263 | | 7.693 | .000 |
| 1 | | | | | |
| Ln_Y | .191 | ,071 | .442 | 2.700 | .011 |

a. Dependent Variable: Ln_X1

3. The Influence of Profitability on Capital Structure

Table 6 t-test

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | -.326 | ,252 | | -1.294 | .205 |
| 1 | | | | | |
| Ln_Y | .113 | ,068 | .290 | 1.663 | .107 |

a. Dependent Variable: Ln_X2

Based on the results of partial testing (t-test), the liquidity variable (X1) the calculated t value is known to be 2.267 > t table of 2.04227 with a value of significant 0.031 < 0.05, then it can be concluded that the liquidity variable is partial (X1) has a significant positive effect on profitability in retail companies electronics listed on the Indonesia Stock Exchange for the 2021-2023 period. Results This study accepts the hypothesis that has been proposed. The level of liquidity that is higher can increase the credibility of the company. Credibility A high company will create a positive company image. Benefits positive image

there is a positive reaction from investors to provide their capital can be used by companies for investment in an effort to achieve profitability high. The results of this study are in accordance with the results of (Riska and Melinda's research, 2018), (Rahman, 2023) and (Sari, 2021).

Partial testing for the capital structure variable (X2) shows the t value count of $2.280 > t$ table of 2.04227 with a significant value of $0.030 < 0.05$, then it can be concluded that the capital structure variable (X2) has a partial influence significantly positive on profitability in electronic retail companies listed on the Indonesia Stock Exchange for the period 2021-2023. The results of this study are in accordance with the proposed hypothesis. Capital structure has a significant positive effect and shows that the debt taken by electronic retail companies is still providing returns to the company due to tax savings (Modigliani & Miler, 1963). The cost of debt paid by the company is still smaller from the profits earned by the company. The results of this study support the results Mujahid and Aktar's research (2024).

Based on the t-test for the profitability variable on liquidity It is known that the Sig. The value of 0.011 is smaller than 0.05 ($0.011 < 0.05$) so it can be interpreted that profitability has a positive effect on liquidity. The results of this study are in accordance with the hypothesis proposed. This can be interpreted that if there is Increased profitability will increase liquidity. The profits obtained from Electronic retail companies listed on the IDX in 2021-2023 will increase resulting in increased liquidity as proxied by the current ratio. With high profitability, liquidity can be managed well, so that it will facilitate production activities and achieve efficiency and productivity. The existence of good liquidity will cause related parties to believe in the company and create a good image for the company. This research is in line with the research results of (Riska Mailinda, 2018).

Based on the results of the t-test on the influence of profitability on capital structure obtained Sig. 0.107 is greater than 0.05 ($0.107 > 0.05$). This can be interpreted as that profitability does not affect the capital structure. Profitability does not influence capital structure indicates that profitability increases then the capital structure will experience a decline, with a declining capital structure as a result of reduced long-term debt which can be paid off with increased profits. Companies will tend to use profits detained. The results of this study are in line with the Peking Order theory, a study that was conducted by Infantry et al. (2024) who stated that profitability does not influence capital structure. (Brigham and Houston, 2006:42) stated that companies with a high level of profitability will generally use debt in relatively small amounts. This is because this high profitability allows the company to carry out capitalization with retained earnings only.

Profitability and liquidity have a mutual influence (reciprocal) which has a positive influence. The influence of liquidity on Profitability, the significance is 0.031, while Profitability on liquidity, the significance is 0.011. The influence of a reciprocal shows that liquidity is stronger than profitability profitability to liquidity. This means that the company must be more pay attention to and manage liquidity well, liquidity management that both will increase efficiency and productivity which ultimately increases profitability. Furthermore, profitability will support good liquidity. Capital structure and profitability have reciprocal characteristics influence. However, in electronic companies listed on the IDX in the year 2021-2023. The effect of capital structure on profitability is 0.030 which means it has a significant positive influence and the influence of profitability on the structure capital of 0.107, which means that profitability has no effect on the structure capital. This research is in accordance with the research results of (Chinaemerem and Anthony, 2012). If the company takes on debt it is still profitable high profits obtained by the Electronic retail company can reduce debt and companies will prefer to use retained earnings. (theory Peking Order).

CONCLUSION

The effect of liquidity on profitability in electronics companies listed on the IDX in 2021-2023 is significantly positive, the companies able to manage liquidity well so that it can generate profitability. Capital structure has a positive effect on profitability, which means that the debt taken The company is still making a profit. Profitability has a significant effect positive towards liquidity, high profitability in retail companies electronics are able to make liquidity well managed so that activities companies become efficient and productive. Capital structure has a significant effect towards profitability, meaning that the debt taken by the company still provides benefits for the company. Reciprocally between liquidity and profitability has a positive effect. The influence of liquidity is more significant at 0.031 and The significance of Profitability on Liquidity is 0.011, so the company pay more serious attention to liquidity.

Having good liquidity management will smooth company operations, effectively and productively, thus bringing increase in profits. The reciprocal capital structure towards profitability has a significant positive effect, which means that the debt taken by electronic retail companies are still profitable for the company. Profitability does not affect the capital structure. High corporate profits can reduce debt and companies tend to use internal capital.

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