

Analysis of Net Profit Achievement Using the Cost Plus Pricing Approach in the Tahu Tempe Sumali Micro Business Unit in Tolitoli Regency

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Abstract

This study aims to analyze the achievement of net profit in the Tofu Tempe Sumali Micro Business Unit in Tolitoli Regency using *a cost plus pricing approach*. This approach was chosen to assess the effectiveness of determining the selling price of products based on the total cost of production plus the expected profit margin. The methodology used is a qualitative, descriptive and quantitative approach with case studies. Data was obtained through direct observation, interviews, and financial statement documentation. The results of the study show that the application of *cost plus pricing* is able to provide a more accurate picture of the decent selling price and increase the achievement of net profit. It was found that the main cost component consists of soybean raw materials, labor costs, energy costs (electricity and water), and distribution costs. Indirect costs such as tool depreciation and maintenance are also recorded manually. Based on the existing cost structure and the overall budget value, the net profit achievement based on the cost plus pricing method is Rp.185,502,600. Net Profit Comparison, the calculation of the Cost plus Pricing approach results in an effective price of Rp.7,364/Package in the Tolitoli local market environment which results in a profit of Rp. 185,502,000 while the calculation of net profit by the company's own method is Rp.151,593,000. This study recommends simple cost accounting training to micro business actors to improve financial literacy and business competitiveness.

Keywords: *Net Profit, Cost Plus Pricing, Micro Businesses, Tahu Tempe, Tolitoli*

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INTRODUCTION

Micro enterprises play an important role in Indonesia's economic structure, especially in areas that are not yet fully reached by large industries (Yanto & Syaputra, 2022). Several research results reveal that micro enterprises or MSMEs are one of the sectors that contribute greatly to job creation, poverty alleviation and sustainable finance implementation (Nur et al., 2024; Valdiansyah & Widiyati, 2024; Yanto et al., 2021, 2025; Yanto & Fatima, Siti; Aqfir, 2023). Tolitoli Regency in Central Sulawesi Province is one of the areas that has a fairly high local economic potential through the development of micro business units based on food products, such as tofu and tempeh. This product is not only an important part of people's daily consumption, but also reflects the local culinary heritage that relies on cultural wisdom and traditional skills.

However, despite contributing significantly to the local economy, most micro business actors in Tolitoli Regency still face various fundamental challenges, especially in financial management and determining optimal product selling prices (U. Yusuf, Annisarahmawati; Yanto, 2021; Yanto, E., Morad, A. M., Ismail, I., & Mallu, 2024; Yanto, 2024; Yanto & Afkir, 2020). The absence of an accountable recording system, limited financial literacy, and dependence on fluctuating market prices cause instability in net profit achievement. In the midst of increasingly competitive economic conditions, the sustainability of micro businesses is highly dependent on the ability of business actors to determine prices that not only attract consumers but also ensure business sustainability.

In this context, the cost plus pricing approach – a pricing method based on the accumulation of total production costs plus a certain profit margin – offers a practical and scalable solution for micro enterprises (Noviasari & Alamsyah, 2020). By using this method, business actors can find out more precisely what the minimum price must be set to cover all costs while making a decent profit (Octavia & Ervina, 2023).

The Sumali Tempe Tofu Micro Business Unit was chosen as the object of research because it has carried out consistent production activities for the past five years and is one of the main actors in the distribution of tempeh tofu products in the local market. However, the financial statements disclosed showed quite sharp fluctuations in the net profit achieved every month, which was allegedly closely related to inaccuracies in the selling price determination strategy.

Through this research, it is hoped that a deeper understanding of how the cost plus pricing approach can be implemented in micro enterprises to increase the achievement of net profit, while contributing to strengthening the economic capacity of local communities in Tolitoli Regency. The purpose of the research is to answer the formulation of the problems raised related to: 1) What is the structure of production costs in the Sumali Tempe Tofu Micro Business Unit in Tolitoli Regency?; 2) How is the net profit achieved through the application of the cost plus pricing method? And; 3) How is the profit comparison through the application of the cost plus pricing method and the traditional method usually applied by business owners?.

METHODOLOGY

This study uses a descriptive qualitative approach combined with quantitative methods. Data collection techniques include: 1) Direct observation of the production process; 2) Interviews with business owners and employees and; 3) Documentation of

financial statements and production records. The analysis is carried out by calculating the total production cost, setting the selling price based on the desired markup, and comparing it with the actual net profit achievement from the previous period.

RESULTS AND DISCUSSION

Usaha Tahu Tempe UKM Sumali
Company Profit and Loss Report
As of 31 December 2023

Sales	Rp.1.440.000.000
Cost of goods sold	Rp.1.152.000.000
Gross profit	Rp.288.000.000
Operating costs:	
Employee salary cost	Rp.79.000.000
Tool Depreciation Cost	Rp.9.800.000
Electricity & Water Costs	Rp.6.600.000
Cost of Leader's salary	Rp.24.000.000
Transportation Costs	Rp.7.200.000
Total Operating Costs	Rp.126.600.000
Profit before bank interest and taxes	Rp.161.400.000
Bank Interest	Rp.9.000.000
PPH SMEs	Rp.807.000
Net Profit	Rp.151.593.000

Sales are obtained from the revenue generated by Rp. 1,440,000,000/year, the value of the cost of goods sold is generated by 80% of sales to Rp. 1,152,000,000 and in gross profit achieved by Rp. 288,000,000 or 20% of the sales obtained. The operational costs incurred such as the cost of depreciation of equipment, salary, electricity, water, leadership salary costs, and transportation which resulted in Rp. 126,600,000 were then deducted by bank interest paid by the company of Rp. 9,000,000 and subtracted again by SME Income Tax of Rp. 807,000 which resulted in a net profit of Rp. 151,593,000.

Usaha Tahu Tempe UKM Sumali
Income Statement Cost Plus Pricing Approach
As of 31 December 2023

Sales	Rp.1.060.416.000
Cost of goods sold	Rp.827.136.000
Gross profit	Rp.233.280.000

Operating costs:	
Electricity & Water Costs	Rp.6.600.000
Cost of Leader's salary	Rp.24.000.000
Transportation Costs	Rp.7.200.000
Total Operating Costs	Rp.37.800.000
Profit before bank interest and taxes	Rp.195.480.000
Bank Interest	Rp.9.000.000
PPH SMEs	Rp.977.400
Net Profit	Rp.185.502.600

So the sales value generated from the selling price obtained from the Cost Plus Pricing approach is Rp.7,364/ package multiplied by 144,000 packages which results in sales of Rp. 1,060,416,000, the value of the cost of goods sold is produced from the cost/package of Rp.5,744 multiplied by 1440,000 packages to Rp.827,136,000 and in gross profit achieved Rp. 233,280,000 from sales minus the cost of goods sold obtained. The operational costs incurred are the cost of leadership, transportation, electricity and water of Rp. 37,800,000. Then the cost of salary and depreciation of the tool has been included as a fixed cost and distributed to the cost of the product sold. Then deducted bank interest and income tax of Rp. 9,977,400 and produced a net profit of Rp. 185,502,600 For more details, you can see the following table.

Comparison of Profit and Loss Between Companies with the Cost Plus Pricing Approach

	perusahaan	Cost Plus pricing
Sales	Rp.1.440.000.000	Rp.1.060.416.000
Cost of goods sold	Rp.1.152.000.000	Rp.827.136.000
Profit and loss	Rp.288.000.000	Rp.233.280.000
Operating costs:		
Cost of Employee Salary	Rp.79.000.000	-
Tool Depreciation Cost	Rp.9.800.000	-
Electricity & Water Costs	Rp.6..600.000	Rp.6.600.000
Cost of Leader Salary	Rp.24.000.000	Rp.24.000.000
Transportation Costs	Rp.7.200.000	Rp.7.200.000
Net profit	Rp.151.593.000	Rp.185.502.000

From the calculation above, it is explained that the comparison of the company's model with the Cost Plus Pricing approach in this study in the tofu tempeh business of Sumali SMEs in 2023, namely; sales from the company amounted to Rp. 1,440,000,000, the cost of goods sold by the company amounted to Rp. 1,152,000,000, gross profit generated by Rp. 288,000,000, then operational costs in the company consisted of employee salaries of Rp. 79,000,000 depreciation of equipment Rp. 9,800,000, electricity and water Rp. 6,600,000, salary of the Leader of Rp. 24,000,000, Transportation of Rp. 7,200,000 and net profit of Rp. 151,953,000. which resulted from net profit divided by income then multiplied by 100% resulting in a profit margin of 10%.

Meanwhile, in the Cost Plus Pricing approach, from sales of Rp. 1,060,416,000 for cost of goods sold of Rp. 827,136,000, gross profit generated is Rp. 233,280,000, then operational costs such as Leader salary costs of Rp. 24,000,000, transportation Rp. 7,200,000 electricity and water Rp. 6,600,000 and generate a net profit of Rp. 185,502,000. which is generated from net profit divided by revenue then multiplied by 100% resulting in a profit margin of 17%. Where the profit level of Cost Plus Pricing is higher than the company's profit level because depreciation costs and labor costs are directly included in the company's operational costs, while for the calculation of Cost Plus Pricing, depreciation costs and labor costs are directly included in the cost of products sold.

CONCLUSION

1. Production Cost Structure, It was found that the main cost component consists of soybean raw materials, labor costs, energy costs (electricity and water), and distribution costs. Indirect costs such as tool depreciation and maintenance are also recorded manually.
2. Achieving Net Profit with Cost Plus Pricing approach, Based on the existing cost structure and the overall budget value, the net profit achievement based on the cost plus pricing method is Rp.185,502,600
3. Comparison of Net Profit, The calculation of the Cost plus Pricing approach results in an effective price of Rp.7,364/Package in the Tolitoli local market environment which results in a profit of Rp. 185,502,000 while the calculation of net profit by the company's own method is Rp.151,593,000.

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