

Profitability Ratio Analysis of PT Bumi Serpong Damai Tbk during 2023–2024

Irvan Yoga Pardistya¹, Wirman², Angga Sanita Putra³, Arif Rakhman⁴

Singaperbangsa Karawang University^{1,2,3,4}

*irvan.yoga@fe.unsika.ac.id*¹, *wirman@feb.unsika.ac.id*², *angga@fe.unsika.ac.id*³,
*arif.rakhman@fe.unsika.ac.id*⁴

ABSTRACT

The purpose of this study was to examine the financial performance of PT Bumi Serpong Damai Tbk during the 2023–2024 period. This study employs a descriptive quantitative method, with data obtained from the company's financial statements in the form of balance sheets and income statements. The main data source used is documentation derived from official financial reports of PT Bumi Serpong Damai Tbk published through the Indonesia Stock Exchange (IDX). Profitability ratios were used as analytical tools to measure the company's financial performance, consisting of Net Profit Margin (NPM), Return on Investment (ROI), and Return on Equity (ROE). The results show that the company's financial performance, based on the Net Profit Margin ratio, is categorized as healthy because the average value of 37.4% exceeds the industry standard of 20%. Meanwhile, the Return on Investment (4.92%) and Return on Equity (7.93%) are below the industry standards of 30% and 40%, respectively, indicating that the company's asset and equity utilization efficiency remains weak. These findings suggest that PT Bumi Serpong Damai Tbk has strong operational profitability but needs to improve its financial management strategies to enhance asset efficiency and shareholder returns in the future.

Keywords: Profitability Ratio, Financial Performance, Return on Investment, Return on Equity, PT Bumi Serpong Damai Tbk.

INTRODUCTION

In an increasingly competitive business environment, a company's ability to maintain stability and financial performance is a crucial aspect for sustaining operational continuity. Financial ratio analysis serves as a common technique used to assess a company's financial condition. This analysis functions as a tool to evaluate a company's performance by comparing data derived from financial reports, balance sheets, income statements, and cash flow statements over a specific period (Entrepreneur, 2022). The resulting ratios provide information about the company's operational efficiency and illustrate the level of profitability based on the available financial data.

In line with this, Hakim (2021) defines profitability ratios as financial ratios that describe the return or profit relative to sales. An increase in profitability ratios reflects the company's improved ability to generate profits and optimize the use of resources. Profitability ratios represent a company's fundamental performance in terms of operational efficiency and effectiveness in generating profits. Within the framework of financial theory, the concept of profitability is often used as an indicator of a company's fundamental performance as well as a representation of managerial effectiveness (Miftahuddin & Mahardhika, 2019).

In evaluating the performance of PT Bumi Serpong Damai Tbk, the profitability indicators used include Net Profit Margin (NPM), Return on Investment (ROI), and Return on Equity

(ROE). These three ratios are essential measures for assessing how effectively the company generates profit from sales, investments, and equity. They provide quantitative measures that reflect the company's managerial effectiveness. Furthermore, the results of these ratio analyses can be utilized as evaluation tools to assess managerial performance and determine whether the set targets have been achieved (Kasmir, 2010). Achieving these targets indicates managerial success during the corresponding period, while failure to meet them serves as a basis for evaluation and improvement in the future.

PT Bumi Serpong Damai Tbk (BSDE) is one of the largest and leading property developers in Indonesia, established on January 16, 1984, and began its commercial operations in 1989. The company is widely known for developing the integrated urban area of BSD City, located in South Tangerang, Banten, with its head office situated in SinarMas Land Plaza, BSD Green Office Park. As an integral part of the Sinarmas Group, BSDE has a diverse property portfolio encompassing residential, commercial, retail, and public facilities distributed across various regions in Indonesia. Additionally, BSDE has been listed on the Indonesia Stock Exchange since 2007 under the ticker code BSDE. The company also has several subsidiaries, including PT Duta Pertiwi, to support its business operations. BSDE is engaged in property development in major cities throughout Indonesia, such as Jakarta, Bogor, Depok, Tangerang, Bekasi, Semarang, Surabaya, Medan, Palembang, Makassar, Manado, Samarinda, and Balikpapan. In addition to residential property development, the company is also involved in the development of shopping centers, apartments, hotels, and toll roads, as well as establishing strategic alliances with various parties to expand its business.

The financial performance of property companies such as BSDE is heavily influenced by the fluctuating property market conditions and macroeconomic factors, including the impact of the COVID-19 pandemic, which significantly weakened this sector. However, during the 2023–2024 period, BSDE demonstrated recovery with increased revenue and net profit, reflecting adaptive business strategies and effective financial management. Therefore, financial ratio analysis becomes an essential tool to assess the extent to which the company can maintain and enhance its profitability. According to Hanafi and Halim (in Mohammad Sofyan, 2019), financial performance can be defined as a formal effort undertaken by a company to evaluate the efficiency and effectiveness of its activities over a specific period. Performance represents the company's systematic effort to measure how efficiently and effectively its operations have been executed within a given timeframe.

The objective of this study is to analyze financial ratios in order to evaluate the financial performance of PT Bumi Serpong Damai Tbk during the 2023–2024 period. This analysis aims to provide a comprehensive overview of the company's financial condition and operational

effectiveness. Furthermore, the results are expected to serve as a reference for company management, investors, and other stakeholders in making informed strategic decisions.

This study specifically focuses on the financial ratio analysis of PT Bumi Serpong Damai Tbk for the 2023–2024 fiscal years, aiming to assess the company's effectiveness in managing its financial resources amid the dynamic changes in Indonesia's property industry.

LITERATURE REVIEW

Financial Statements

Financial statement analysis is used to evaluate and compare elements within a company's financial reports. Fundamentally, the purpose of financial statement analysis is to assess a company's prospects in terms of profitability and risk, which can be observed through the likelihood of encountering financial distress or bankruptcy. According to Subramanyam and Halsey (in Bella & Siti, 2020), financial statements serve as management's accountability for the resources entrusted to them by the company's owners and as a report of performance achievements. They also provide essential information for stakeholders in making economic analyses and forecasts for future decision-making.

Financial Performance

Financial performance provides a comprehensive overview of how a company manages its financial resources to achieve its business objectives. Regular evaluation of financial performance is essential for management to understand the company's financial position, identify areas for improvement, and plan future strategies. Common indicators used to measure financial performance include profitability, liquidity, solvency, and activity ratios. According to Sucipto (in Meutia Dewi, 2017), financial management utilizes performance evaluation to determine several key aspects:

1. Managing organizational operations efficiently and effectively by maximizing employee motivation. Planning serves as the primary managerial objective to be achieved in managing the company.
2. Assisting decision-making processes related to human resource management, such as promotion, transfer, and termination. Performance evaluation generates data that can be used as the basis for managerial decisions regarding employees, whose performance is assessed objectively.
3. Identifying training and development needs while providing appropriate selection standards and evaluation criteria for employee training programs. It is often difficult for top management to select and assess suitable training programs without a clear understanding of their employees' strengths and weaknesses.

4. Providing feedback to employees regarding how their supervisors assess their performance. Within a corporate organization, top management delegates part of its authority to lower management levels, creating a feedback mechanism that supports performance improvement and accountability.
5. Establishing a basis for rewards and recognition. Furthermore, performance evaluation results can serve as a tool to assess past managerial effectiveness and determine how successfully management has achieved its objectives within a given period. Achieving these targets indicates strong managerial performance, while failure to meet them should be regarded as a learning opportunity. Errors or shortcomings identified through this evaluation must be investigated to prevent similar issues from recurring in the future.

Furthermore, Munawir (as cited in Bella & Siti, 2020) emphasizes that the primary objectives of financial performance evaluation include:

- (a) Liquidity, which measures a company's ability to meet short-term financial obligations on time.
- (b) Solvency, which assesses the company's capability to meet both short- and long-term liabilities in the event of liquidation.
- (c) Profitability, which indicates the company's capacity to generate profit from its operations.
- (d) Stability, which reflects the company's consistency in maintaining business operations and fulfilling debt and interest obligations punctually.

Taken together, these dimensions offer a comprehensive understanding of a company's financial strength and managerial effectiveness, enabling continuous improvement and sustainable growth.

Profitability Ratios

Profitability ratios are financial metrics used to measure a company's ability to generate profits from its available resources. Kasmir (2019) defines profitability ratios as indicators used to evaluate the extent to which a company can earn profit. Similarly, Harahap (2009) explains that profitability represents a company's ability to obtain earnings through the optimal utilization of its resources, including sales, capital, labor, and assets. Brigham and Houston (2006) emphasize that profitability is influenced by management decisions and serves as a key determinant for investors in making investment choices. A higher profitability ratio generally indicates better operational efficiency and greater long-term growth potential.

Net Profit Margin (NPM)

Net Profit Margin (NPM) measures the company's net income relative to total sales after accounting for taxes and expenses. A higher NPM indicates stronger operational efficiency and profitability. According to Kasmir (2019), the industry benchmarks for NPM are as follows:

1. NPM below 20% indicates unsatisfactory performance.
2. NPM around 20% indicates good performance.
3. NPM above 20% indicates very good performance.

Thus, NPM serves as a crucial indicator of a company's ability to convert sales into net profit, reflecting the effectiveness of its cost management and revenue generation strategies.

Return on Investment (ROI)

Return on Investment (ROI) measures the company's ability to generate profit from its total assets. It reflects how effectively management utilizes the company's resources to create value. According to Kasmir (2019), the following standards are generally applied:

1. ROI below 30% indicates unsatisfactory performance.
2. ROI around 30% indicates good performance.
3. ROI above 30% indicates excellent performance.

ROI provides a comprehensive indicator of managerial efficiency in optimizing asset utilization and maximizing shareholder returns.

Return on Equity (ROE)

Return on Equity (ROE) evaluates the company's net income relative to shareholders' equity, demonstrating how effectively the company uses investor capital to generate profit. Kasmir (2019) suggests that ROE may be interpreted using the following benchmarks:

1. ROE below 40% indicates poor performance.
2. ROE around 40% indicates good performance.
3. ROE above 40% indicates very good performance.

ROE therefore reflects a company's capacity to deliver value to shareholders while maintaining financial sustainability.

Summary of Literature and Research Gap

Previous studies have examined profitability ratios across various sectors, such as manufacturing, banking, and consumer goods (Agustin, 2022; Lase & Aliya, 2022; Oppie & Agustin, 2023). However, limited research has focused on the property industry in Indonesia, particularly regarding PT Bumi Serpong Damai Tbk during the post-pandemic recovery period of 2023–2024. This study aims to address this research gap by analyzing the company's financial performance through key profitability indicators, namely Net Profit Margin, Return on Investment, and Return on Equity, to assess its ability to maintain profitability and

operational efficiency.

Hypothesis Development

Based on the theories and previous research discussed above, profitability ratios such as Net Profit Margin (NPM), Return on Investment (ROI), and Return on Equity (ROE) are the main indicators for assessing a company's financial performance. These ratios reflect management's effectiveness in utilizing resources and generating profit relative to industry standards.

Hypothesis 1 (H₁): The Net Profit Margin (NPM) of PT Bumi Serpong Damai Tbk during the 2023–2024 period meets or exceeds industry standards, indicating good financial performance.

Hypothesis 2 (H₂): The Return on Investment (ROI) of PT Bumi Serpong Damai Tbk during the 2023–2024 period is below industry standards, indicating suboptimal utilization of total assets.

Hypothesis 3 (H₃): The Return on Equity (ROE) of PT Bumi Serpong Damai Tbk during the 2023–2024 period is below industry standards, suggesting limited efficiency in generating profit from shareholder equity.

RESEARCH METHOD

Research Design

This study employs a descriptive quantitative research method to analyze the financial performance of PT Bumi Serpong Damai Tbk. According to Sugiyono (2019), a descriptive quantitative approach focuses on identifying current conditions and presenting data in measurable numerical form. Tashakkori and Teddlie (2010) explain that this method provides structured insights that facilitate understanding of variable relationships and allows for an objective assessment of company performance. The data used in this study consist of secondary data obtained from the company's annual financial statements, specifically the income statement and balance sheet, as published on the Indonesia Stock Exchange (IDX) for the 2023–2024 period. This design is appropriate to evaluate profitability ratios using data derived from financial statements.

Data and Data Sources

The research uses quantitative secondary data obtained from the company's annual financial statements, including the balance sheet and income statement of PT Bumi Serpong Damai Tbk for the fiscal years 2023 and 2024. The data were collected through the Indonesia Stock Exchange (IDX) website and official company publications. The research was conducted from April to June 2025 at PT Bumi Serpong Damai Tbk, located in BSD City, Tangerang.

Data Collection Technique

The documentation method was used to collect data. This method involves gathering and reviewing financial documents relevant to the company's profitability, including publicly

available annual reports and financial statements that provide information necessary for calculating financial ratios.

Data Analysis Technique

The analytical method applied in this research is profitability ratio analysis. The ratios used include Net Profit Margin (NPM), Return on Investment (ROI), and Return on Equity (ROE). Each ratio is calculated using the following formulas:

1. Net profit margin (NPM)

Net Profit Margin (NPM) is a metric used to assess a company's profitability. This ratio can be calculated by dividing net income by net sales.

$$NPM = \frac{\text{Net Profit}}{\text{Sales}} \times 100\%$$

2. Return on Investment (ROI)

Return On Investment (ROI) is a ratio that presents the rate of return obtained from total assets used in company operations. Therefore, ROI serves as an indicator of management effectiveness in managing company assets.

$$ROI = \frac{\text{Net Profit}}{\text{Total Assets}} \times 100\%$$

3. Return on Equity (ROE)

Return on equity (ROE) is a ratio used to evaluate net income after tax relative to equity capital.

$$ROE = \frac{\text{Net Profit}}{\text{Total Equity}} \times 100\%$$

The resulting ratios were compared against industry benchmarks to evaluate the financial performance level of PT Bumi Serpong Damai Tbk. The benchmarks are as follows:

1. NPM below 20% indicates unsatisfactory performance, around 20% indicates good performance, and above 20% indicates very good performance.
2. ROI below 30% indicates unsatisfactory performance, around 30% indicates good performance, and above 30% indicates excellent performance.
3. ROE below 40% indicates poor performance, around 40% indicates good performance, and above 40% indicates very good performance.

This analysis determines the extent of the company's profitability and financial efficiency, reflecting its ability to manage resources effectively and sustain profitability during the 2023–2024 period.

RESULT AND ANALYSIS

The financial performance of PT Bumi Serpong Damai Tbk was analyzed using three main

profitability ratios: Net Profit Margin (NPM), Return on Investment (ROI), and Return on Equity (ROE). These ratios were calculated based on the company's financial statements for the fiscal years 2023 and 2024. The analysis results were compared with industry benchmarks to evaluate the company's profitability level and operational efficiency.

Table 1
Profitability Ratio Analysis of PT Bumi Serpong Damai Tbk (2023–2024)

Year	Variable		
	Net Profit Margin	Return On Investment	Return On Equity
2023	19.58%	3.38%	5.48%
2024	35.64%	6.46%	10.39%
Average	37.4%	4.92%	7.93%
Industry Standard	20%	30%	40%

Source: Processed data, researcher (2025)

Net Profit Margin (NPM)

In 2023, PT Bumi Serpong Damai Tbk recorded a Net Profit Margin of 19.58%, which increased significantly to 35.64% in 2024. The average NPM during the 2023–2024 period was 37.4%, exceeding the industry benchmark of 20%. This indicates that the company maintained excellent profitability levels and strong operational performance. The improvement in NPM reflects effective cost management, efficient pricing strategies, and stable sales performance within the property sector. The high ratio confirms that PT Bumi Serpong Damai Tbk efficiently converted its revenues into net profits, signifying a financially healthy operation.

Return on Investment (ROI)

The ROI was recorded at 3.38% in 2023 and improved to 6.46% in 2024, resulting in an average of 4.92% for the two-year period. However, this figure remains far below the industry standard of 30%, suggesting that the company's ability to generate returns from its total assets is still relatively weak. The low ROI indicates inefficient asset utilization, likely due to the capital-intensive nature of the property sector and the company's long-term investment commitments in ongoing projects. Despite profitability from operations, the company's total assets have not yet generated proportional returns.

Return on Equity (ROE)

The ROE reached 5.48% in 2023 and 10.39% in 2024, producing an average of 7.93%, which is considerably lower than the industry benchmark of 40%. This suggests that the company's capacity to generate profit from shareholders' equity remains limited. The low ROE may result from high retained earnings, the accumulation of unutilized capital, or a conservative dividend policy. The results imply that equity management and capital allocation efficiency should be improved to enhance shareholder value.

Analysis and Interpretation

The overall profitability analysis indicates that PT Bumi Serpong Damai Tbk achieved strong

financial performance in terms of Net Profit Margin, demonstrating effective operational management and revenue control. However, the Return on Investment and Return on Equity ratios were considerably below industry standards, showing inefficiencies in utilizing assets and equity to generate higher returns. This outcome reflects the characteristics of the property development industry, which requires substantial capital and longer project cycles before realizing returns.

Overall, the financial performance of PT Bumi Serpong Damai Tbk during the 2023–2024 period can be classified as moderately good. The company shows strong profitability from operations but needs to enhance its efficiency in managing assets and shareholders' equity. Improvement in asset turnover and optimization of capital structure are necessary to raise ROI and ROE, thereby aligning overall financial performance with industry benchmarks. These findings indicate that while operational profitability is strong, long-term asset efficiency must be improved to ensure sustainable financial growth and competitiveness within the property sector.

CONCLUSION

Conclusion describes the research conclusion, limitation of the research, and suggestions for conducting future research. There is no subtitle in Conclusion.

The analysis of PT Bumi Serpong Damai Tbk's financial performance for the 2023–2024 period using profitability ratios shows that the company maintains strong operational profitability, as reflected in its Net Profit Margin, which exceeds industry standards. This indicates effective management of operational expenses and stable revenue generation. However, the company's Return on Investment (ROI) and Return on Equity (ROE) remain below industry benchmarks, indicating inefficiencies in asset utilization and equity management. The findings indicate that the company's financial performance requires improvement in strategic financial management over the coming years. Specifically:

1. Regarding Return on Investment (ROI), the company's performance is unsatisfactory, with an average of only 4.92%, far below the 30% industry standard. This indicates that the company has not yet optimized its asset use to generate sufficient profit.
2. Regarding Return on Equity (ROE), the company's financial results are also below expectations, averaging 7.93% compared to the 40% industry standard. This may stem from inefficient working capital management and limited oversight of equity profitability.

Overall, PT Bumi Serpong Damai Tbk's financial condition can be categorized as moderately healthy. While operational performance is solid, improvements in asset utilization, capital management, and equity efficiency are necessary to achieve higher profitability and align with

industry standards. This study is limited to profitability ratio analysis and covers only two fiscal years, which may not fully reflect long-term financial dynamics. Future research should include additional financial indicators such as liquidity, solvency, and activity ratios, and extend the observation period to provide a more comprehensive evaluation of the company's overall financial performance and sustainability.

REFERENCE

- Agustin, A. Y. (2022). Analisis Rasio Profitabilitas untuk Mengukur Kinerja Keuangan pada PT. Kimia Farma Tbk Pada Tahun 2019-2021. *Ilmu Manajemen dan Bisnis*, 91-95.
- Brigham, E. F., & Houston, J. F. (2006). *Fundamentals of Financial Management*. Mason, OH: South-Western Cengage Learning.
- Hana Damayanti Tarihotan, E. T. (2024). Analisis Perbandingan Rasio Keuangan untuk Menilai Kinerja Keuangan pada Perusahaan Sub Sektor Properti Periode 2020-2022. (Studi Pada PT. Alam Sutera Realty Tbk, PT. Bumi Serpong Damai Tbk dan PT. Pakuwon Jati Tbk). *Neraca Manajemen, Ekonomi*, 3025-9495.
- Priatna, S. M. H. (2016). Pengukuran Kinerja Perusahaan dengan Rasio Profitabilitas. *Ilmiah Akuntansi*, 44-53.
- Kasmir. (2019). Analisis Laporan Keuangan. Jakarta: PT RajaGrafindo Persada.
- Karina Aliya Fatmawati, H. N. (2025). Analisis Rasio Keuangan Mengukur Kinerja Keuangan pada PT. Bumi Serpong Damai Tbk Periode 2014- 2023. *Intelek Insan Cendikia*, 3047-7824.
- Lailatus Sa'adah, M. R. (2024). Analisis Rasio Profitabilitas Sebagai Alat Ukur Kinerja Keuangan PT Bank Central Asia. *Jurnal Penelitian Manajemen dan Inovasi Riset*, 144-155.
- Lidia Putri Diana Lase, A. T. (2022). Analisis Kinerja Keuangan Dengan Pendekatan Rasio Profitabilitas. *AKUNTANSI, MANAJEMEN DAN EKONOMI*, 254-260.
- Oppie Agustin, Y. A. (2023). Analisis Rasio Profitabilitas Terhadap Optimalisasi Laba Pada PT Grand Titian Residence. *Media Wahana Ekonomika*, 202-215.
- Subramanyam, K. R., & Halsey, R. F. (2014). *Financial Statement Analysis*. New York: McGraw-Hill Education.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Syariah Saham. (2023, November 28). *PT Bumi Serpong Damai Tbk (BSDE) Profil dan Sejarahnya*. Retrieved from Syariah Saham Investasi amanah, berkah melimpah: <https://syariahsaham.id/pt-bumi-serpong-damai-tbk-bsde/>