

THE EFFECT OF NET SALES ON CORPORATE INCOME TAX PAYABLE IN THE CONSUMER INDUSTRY SUBSECTOR ON THE IDX 2021-2023

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh penjualan bersih terhadap Pajak Penghasilan (PPh) Badan terutang pada perusahaan manufaktur subsektor industri konsumsi yang terdaftar di Bursa Efek Indonesia periode 2021–2023. Dengan menggunakan pendekatan kuantitatif melalui uji regresi linier sederhana, penelitian ini mengolah 110 data observasi yang diperoleh dari laporan keuangan tahunan perusahaan. Hasil analisis menunjukkan bahwa penjualan bersih berpengaruh signifikan terhadap PPh Badan terutang. Temuan ini menegaskan bahwa semakin tinggi penjualan bersih yang dicapai perusahaan, semakin besar pula kewajiban PPh Badan yang harus ditanggung. Penelitian ini diharapkan dapat memberikan kontribusi dalam literatur perpajakan serta menjadi acuan praktis bagi perusahaan dalam merencanakan strategi pengelolaan penjualan dan kepatuhan pajak.

Kata Kunci: Penjualan Bersih, PPh Badan Terutang, Perusahaan Manufaktur.

Abstract

This study aims to analyze the effect of net sales on Corporate Income Tax (PPh) payable in manufacturing companies in the consumer industry sub-sector listed on the Indonesia Stock Exchange for the period 2021-2023. By using a quantitative approach through a simple linear regression test, this study processed 110 observational data obtained from the company's annual financial statements. The results of the analysis show that net sales have a significant effect on corporate income tax payable. This finding confirms that the higher the net sales achieved by the company, the greater the Corporate Income Tax obligation that must be borne. This research is expected to contribute to the tax literature and become a practical reference for companies in planning sales management strategies and tax compliance.

Keywords: Net Sales, Corporate Income Tax Payable, Manufacturing Company.

A. INTRODUCTION

1. Background

The COVID-19 pandemic brought a significant impact on the global economy, including Indonesia, which resulted in a decline in business activities until 2021 (Rusmini et al., 2023). This condition suppressed corporate financial performance and also affected state revenues through Corporate Income Tax (CIT), as its calculation largely depends on taxable income (Utami & Sulistyowati, 2022). Tax itself plays a dual role as both a source of government revenue and a fiscal instrument to maintain national economic stability (Ditasari & Zahri, 2021).

Among the key financial indicators of corporate performance, net sales serve as the primary source of company income and directly determine the amount of taxable profit. Sumarta & Intan (2020) highlight that net sales have a positive effect on Corporate Income Tax payable, as higher sales generally increase company earnings and taxable income. However, Putriani (2025) argues that the effect of net sales on CIT is not always significant, since other factors such as cost structures, tax incentives, and the distinction between commercial profit and fiscal profit may weaken this relationship. These contrasting findings illustrate the need for further research regarding the linkage between net sales and Corporate Income Tax payable. An analysis of the net sales trend in manufacturing companies within the consumer goods subsector during 2021–2023 indicates its connection to Corporate Income Tax obligations. In theory, an increase in net sales should lead to higher taxable income and thus increase the Corporate Income Tax payable. However, the empirical evidence does not always reflect this assumption.

Table 1.1 Comparison of Net Sales with Corporate Income Tax Payable

Average	Net Sales	CIT
2021	1.105.266.139.052	265.343.847
2022	1.293.004.311.568	339.283.345
2023	1.339.965.050.902	290.128.592

Source: Processed by Researcher

Based on Table 1.1, the data shows a pattern that is not fully consistent with theoretical expectations. In 2022, the increase in net sales was in line with the rise of Corporate Income Tax payable. However, in 2023, despite net sales continuing to grow, the amount of tax payable decreased. This phenomenon emphasizes that Corporate Income Tax is not only determined by revenue performance, but also by additional factors such as deductible and non-deductible expenses, fiscal adjustments, and the application of tax incentives.

The manufacturing sector itself plays a strategic role in Indonesia's economic structure, contributing significantly to GDP, employment, and tax revenues. Statistics Indonesia (BPS) recorded positive growth from 2017 to 2019, a sharp contraction in 2020 due to the pandemic (–2.93%), and recovery in 2021 with growth of 3.39%. Such fluctuations affect company profitability and tax contributions. In line with Sumarta & Intan (2021), tax obligations are influenced not only by operational factors such as sales but also by fiscal policy dynamics.

Therefore, the urgency of this research lies in analyzing the influence of net sales on Corporate Income Tax payable in consumer goods manufacturing companies listed on the Indonesia Stock Exchange for the period of 2021–2023. The findings are expected to provide empirical contributions to the taxation and accounting literature, as well as practical insights for corporate managers and fiscal policymakers in formulating effective strategies for sales management and tax compliance.

2. Research Objectives

This study aims to analyze the effect of net sales on Corporate Income Tax (PPh) payable in manufacturing companies in the consumer industry sub-sector.

3. Research Benefits

This research is not only an academic requirement, but is also expected to provide theoretical and practical benefits. Theoretically, this research adds insight in the field of taxation, especially regarding the effect of net sales on Corporate Income Tax (PPh) payable, and can be a reference for further research that highlights the relationship between sales performance and tax obligations. Practically, the results of this study can provide an overview of the role of net sales as a factor

influencing the amount of Corporate Income Tax payable, so that it is useful for companies in developing tax compliance strategies and for related parties who need information about the relationship between company income and tax liabilities.

4. Literature Review

a. Agency Theory

Agency theory proposed by Jensen & Meckling (1976) explains the relationship between principals (owners) and agents (managers) which often leads to conflicts of interest. Principals want efficiency and maximum profits, while agents can have different personal interests. In the context of this study, net sales are one of the main indicators of managerial decisions that have direct implications for the amount of Corporate Income Tax (PPh) payable. According to Atin & Pujiono (2022), an increase in net sales reflects management's success in managing operations, but also has the potential to increase the company's tax burden.

b. Net sales

Net sales are the company's real income after deducting sales returns, discounts, and sales discounts (Wijaya et al., 2021). This indicator is used to measure actual operational performance, because it describes the company's total revenue from product or service sales activities. The higher the net sales, the more likely the company is to earn net profit, which is the basis for taxation. Thus, net sales have a close relationship with corporate income tax payable, although in practice this influence can be influenced by other factors such as operating costs, fiscal incentives, and the difference between commercial profit and fiscal profit.

An increase in net sales not only shows good management performance in generating revenue, but also becomes the basis for companies in determining financial strategies and tax compliance. In the perspective of agency theory, managers (agents) tend to want to increase sales to show the success of their performance in the eyes of the owners (principals). However, a significant increase in sales can lead to an increase in corporate income tax liability, so managers may engage in tax planning to reduce the tax burden without violating fiscal rules.

5. Hypothesis

H₁: Net sales affect the Corporate Income Tax payable.

B. METHODS

This research uses a quantitative approach with statistical analysis to assess the effect of net sales on corporate income tax payable. This method was chosen because it is able to provide objective, measurable, and testable findings. This is in line with the opinion of Yam & Taufik (2021) who emphasize that the quantitative approach focuses on systematic hypothesis testing. The research population includes all manufacturing companies in the consumption industry subsector listed on the Indonesia Stock Exchange (IDX) for the period 2021-2023. The sample was determined using purposive sampling technique based on the criteria of companies that consistently published complete financial reports in that period. Research data is obtained from annual financial reports and audited reports available on the official IDX website and the website of each company.

C. RESULTS AND DISCUSSION

1. Results

Normality Test

The normality test is a statistical procedure conducted to determine whether the research data follows a normal distribution pattern or not. A normal distribution is essential because it represents one of the key assumptions in parametric statistical analysis, such as regression, correlation, and t-tests. If the data do not meet this assumption, the validity and accuracy of the statistical results can be questioned, potentially leading to biased or misleading conclusions. There are several approaches that can be used to examine normality, such as the Kolmogorov-Smirnov test, Shapiro-Wilk test, as well as graphical methods including histograms, P-P plots, and Q-Q plots. Among these methods, the Kolmogorov-Smirnov test is widely used because it compares the cumulative distribution of the sample data with the expected normal distribution, thus providing a formal statistical basis for evaluating normality. The interpretation of the test is based on the significance value (p-value). If the significance value is

greater than 0.05, the residuals are considered normally distributed, meaning the assumption of normality has been fulfilled. On the other hand, if the significance value is less than 0.05, it indicates that the data deviate from normality. Ensuring that residuals are normally distributed is important because it guarantees that further regression analyses produce unbiased, efficient, and consistent estimators. In this study, the normality of the residual data is tested using the Kolmogorov-Smirnov test, as it is considered robust and reliable for larger sample sizes. The results of the normality test, which serve as the basis for validating the subsequent regression analysis, are presented in Table 3.1 below:

Table 3.1 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	,8357357
	Std. Deviation	,46637403
Most Extreme Differences	Absolute	,084
	Positive	,084
	Negative	-,045
Test Statistic		,084
Asymp. Sig. (2-tailed)		,052 ^c

Based on the One-Sample Kolmogorov-Smirnov Test results in Table 3.1, the significance value (Asymp. Sig. 2-tailed) is 0.052. This value is greater than the significance level of 0.05. Thus, it can be concluded that the residual data in this study are normally distributed. These results indicate that the normality assumption is met, so the data is suitable for simple linear regression analysis. The normal distribution of residuals also indicates that the regression model used can produce valid, unbiased, and reliable estimates to test the research hypothesis regarding the effect of net sales on corporate income tax payable.

Analisis Regresi Linear Sederhana

Simple linear regression is a statistical analysis method used to determine the functional relationship between one independent variable and one dependent variable. The following are the results of simple linear regression:

Table 3.2. Simple Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-2,260	,196		-11,551	,000
	LNV	,948	,008	,996	114,240	,000

a. Dependent Variable: LNY

Based on the results of the simple linear regression analysis shown in Table 3.2, the regression equation is obtained as follows:

$$Y = -2,260 + 0,948X$$

Keterangan:

Y : Corporate Income Tax

Payable

X : Net Sales

Based on the simple linear regression table, it can be explained as follows:

The constant value (α) of -2.260 indicates that when net sales is zero, the Corporate Income Tax payable is estimated to be negative at -2.260, although in practice this condition rarely occurs, it is still important as a starting point for the regression model. The regression coefficient (β) of net sales of 0.948 indicates that each increase in net sales by one unit will increase the Corporate Income Tax payable by 0.948 units with the assumption that other variables remain constant, so that the higher the net sales, the greater the Corporate Income Tax obligation that must be paid by the company.

Partial Test (T)

Based on the results of the simple regression analysis in Table 3.2, the calculated t value is

114.240 with a significance value of 0.000. Furthermore, this t value is compared with the t_{table} value at a significance level of 5% ($\alpha = 0.05$) with degrees of freedom $(df) = n - k - 1 = 110 - 1 - 1 = 108$, so that the t_{table} value is ± 1.982 . Because the calculated t value (114.240) is much greater than the t_{table} (1.982) and the significance value of 0.000 is smaller than 0.05, it can be concluded that the net sales variable has a significant effect on corporate income tax payable.

Test Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to assess how far the independent variables are able to explain variations in the dependent variable. The value ranges from 0-1, where a low number indicates that the model's explanatory power is small, while a value close to 1 indicates that the model is very good at explaining data variability.

Tabel 3.3 Uji R^2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,996 ^a	,992	,992	,456

Based on the results of the coefficient of determination test in Table 3.4, the R Square value is 0.992 or 99.2%. This shows that the independent variable, namely net sales is able to explain the variation in changes in the dependent variable, namely Corporate Income Tax payable, by 99.2%. In other words, the regression model used has a very high ability to explain the relationship between net sales and corporate income tax payable. Meanwhile, the remaining 0.8% (100% – 99.2%) is influenced by other factors outside the scope of this study, such as operating costs, interest expenses, taxation policies, and external factors such as economic conditions and government regulations that are not included in the model. With a very high R^2 value, it can be concluded that the simple regression model constructed in this study has excellent explanatory power, so that the results of the analysis can be used as a strong basis for drawing

conclusions about the effect of net sales on corporate income tax liabilities.

2. Discussion

a. The Effect of Net Sales on Corporate Income Tax Payable

Net sales were found to have a significant positive effect on corporate income tax. An increase in sales reflects revenue growth, which increases taxable income. These findings are in line with agency theory and the results of research by Syafaruddin et al. (2022).

D. CONCLUSION

Based on the analysis results, it can be concluded that net sales have a positive and significant effect on corporate income tax (PPh) payable by manufacturing companies in the consumer goods sub-sector listed on the IDX for the period 2021–2023. This shows that the higher the net sales achieved by a company, the greater the corporate income tax liability that must be paid. This finding underscores that increased sales activity not only impacts company revenue growth and profitability but also directly increases the company's contribution to state revenue through tax payments. Thus, net sales are an important internal factor in determining the magnitude of the tax burden borne by the company.

E. RECOMMENDATIONS

For companies, it is advisable to increase net sales through effective marketing strategies, product innovation, and market share expansion, as increased sales not only strengthen financial performance but also reflect the company's ability to meet its tax obligations. However, companies also need to pay attention to cost efficiency and expense control so that increased sales truly have an optimal impact on net profit and business sustainability.

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