

The Influence of Information Technology, Individual Performance, and Sales Volume on Increasing Profits in SMEs in Cilegon

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Abstract

This study aims to determine the increase in profits as seen from the information technology variables, individual performance and sales volume at the SMEs Cilegon City. The location of this research is determined by the purposive method, namely SMEs registered at the Cilegon City Cooperative Office. The research method was carried out quantitatively by using multiple regression methods. The sampling method used was purposive sampling, the sample used was 23 samples from a total of 29 populations. Data collection techniques are primary using questionnaires and interviews, secondary is BPS, Cilegon City Cooperative Office, books and journals. While the data analysis used first is the classical assumption test and then hypothesis testing is carried out. The results showed that information technology variables and sales volume variables had an effect on increasing SME profits in Cilegon City. Meanwhile, individual performance has no effect on increasing profits at SMEs in Cilegon City.

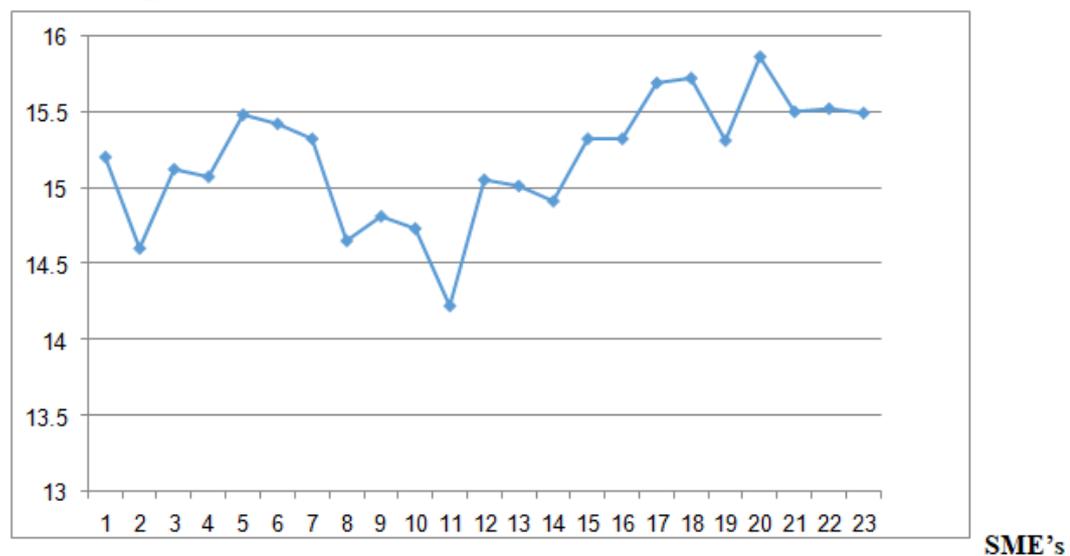
1. Introduction

Industrial Revolution 4.0 is a familiar term for society. This Industrial Revolution 4.0 integrates between cyber technology and automation technology. In Indonesia itself, the development of technology and information happens so quickly. Industrial Revolution 4.0 was a change in the way it was produced, utilizing machines as a driving force and processor. This industrial revolution is here to answer the problem of effectiveness and efficiency in producing an item. All needs fulfillment is now available digitally, ranging from trade, services, to payment transactions. The benefits of technology can also be felt by everyone. Nowadays access to information is very easy and can be done anytime and anywhere with the internet network. The success of a company's information system depends on how it is run, the ease of the system for the wearer, and the utilization of the technology used Jumaili (2005).

In addition to information technology that can help in increasing profits, individual performance is also very influential to the company's activities. The performance of an organization is the level of achievement of goals or objectives that must be achieved by the organization within a certain period of time. Improved individual performance will be better if there is a match between the task being worked on and the technology applied. Improving the performance of individual employees in carrying out tasks has a very close relationship between the suitability of the task and the ability of individuals in using information technology systems. Sales volume is the total amount generated from the sales activities of goods. The greater the number of sales generated by the company, the more likely the profit the company will generate. The amount of sales volume will affect the production volume will affect the small cost of production. The greater the sales volume of an item, the greater the profit earned, on the contrary if the sales volume of an item decreases, usually the profit will also fall Wisesa, et.al. (2014).

Table 1. Increasing Profit on SMEs in Cilegon City in 2019

Number	SME's	Increasing Provit (%)
1	Melinjo Chips	15,2
2	Banana Crackers	14,6
3	Coffee	15,12
4	Chips and Varians Snack	15,07
5	Layer Legit	15,48
6	Tempeh	15,42
7	Cassava Leaf Chips	15,32
8	Assorted Chips	14,65
9	Banana Cake	14,81
10	Meatball	14,73
11	Snack	14,22
12	Little Bread	15,05
13	Silk Tofu Bandung	15,01
14	Bandung's tofu	14,91
15	Three Flavored Bread	15,32
16	Dumplings	15,32
17	Cake	15,69
18	Dream hot bread	15,72
19	Shrimp Crisp	15,31
20	Chocolate	15,86
21	Salted Egg	15,5
22	Fish Meatball	15,52
23	Bakery	15,49

Increasing Provit (%)**Figure 1. Increasing Profit on SMEs in Cilegon City in 2019**

Based on the picture above, shows the increase in profit in SMEs in Cilegon City experienced an increase and decrease or fluctuate. Some previous research has been conducted

such as research conducted by Wisesa, et.al. (2014) that there is an influence of cashew nuts sales volume on profit. The results of the study are in accordance with the results of Rustami, et.al. (2011) which states that sales volume has a positive effect on profit. So, the greater the sales volume the greater the profit earned and vice versa the smaller the sales volume, the smaller the profit earned. It can be said that between sales volume and profit have a positive relationship in the direction. The results of the study are also in accordance with the results of research from Rahardjo & Budi (2007;33) that there is a close relationship regarding sales volume to the increase in the company's net profit in this case can be seen from the company's profit and loss statement, profit will arise if the sale of the product is greater than the costs incurred.

Cilegon is a city located in Banten Province, precisely located at the northwestern tip of Java Island, on the edge of the Sunda Strait and known as an industrial city. The rapid development of industry in Cilegon has an impact on other sectors such as trade and services. Rice fields and plantations are also areas of industry, trade, services, transportation and housing as well as tourism. The livelihoods of Cilegon residents who were originally mostly farmers turned into laborers, traders, and so on. Being a food entrepreneur is one of the businesses that have a considerable opportunity in Cilegon. Many businessmen who set up a restaurant, even the land of the house for his residence in the place of business. This proves a lot of opportunities for business in Cilegon.

Currently, SMEs are registered with the Office of Cooperatives, Micro and Small Enterprises (Office of cooperatives and SMEs) Cilegon City is as many as 29. SMEs have a strategic role because it can stabilize the problem of social inequality, labor absorption and community welfare in the region. Although the role of SMEs is very strategic, the tight competition, especially facing large companies and other modern competitors has put SMEs in an unfavorable position. In Indonesia, most SMEs run their businesses in traditional ways, including in production and marketing. However, the problem faced by SMEs in developing countries is not actually due to its size, but rather to SMEs access to markets, the use of information technology, capital, expertise and institutional support. This study uses the object of small and medium food business in Cilegon, using three variables in it, namely information technology, individual performance and sales volume to increase profit.

Information Technology

Information technology is commonly called IT, IT, or Infotech. Information technology is a combination of computer technology and telecommunication technology. Computer technology is computer-related technology, including computer-related equipment such as printers, fingerprint readers, and even CD-ROMs whereas telecommunications technology or commonly called telecommunication technology is technology related to remote communication, included in this technology category are telephone, radio, and television. (Kadir & Triwahyuni, 2003;3). Technology is very important in business. Technology contributes for large and small companies from all industries including SMEs. Widiyono (2006;26).

Information technology in this study is all aspects related to changes in the way of work from the originally done manually to a computerized system. According to Susanto & Azhar (2008;14), information has an important role in relation to the quality of accounting information. The development of the information system used, the information produced will be better and will provide various conveniences to the activities of government agencies in order to improve the quality of accounting information. Information system that has been widely used by government agencies is Computer based information system.

According to a model developed by Thompson et al (1991), which adopted some of Triandis's proposed theories (1980) in Darmini & Putra (2009), the factors that affect the utilization of information technology are social factors (social norm), affect, complexity, job fit, long-term consequences and facilitating conditions.

Individual Performance

Individual performance is an organizational driving engine, or it can also be said that individuals in the company are the most important resource for every organization. Individuals have the skills required by the organization and can provide more benefits for an organization. In general, performance is defined as a person's level of success in doing a business or performance. The achievement of individual performance is expressed by the achievement of a series of individual tasks with existing information technology. Akbar & Surya (2018).

Sales Volume

According to Kotler (2000) in sales volume is goods sold in the form of money for a certain period of time and in it has a good service strategy. According to Novitasari et.al. (2014) sales volume is the number of sales activities of a product or service produced by the company in a certain time measure.

Increasing Profit

Profit is the increase in equity value from transactions that are incidental in nature and not the main activity of the entity and from other event transactions that affect the entity during a certain period except those derived from results or investments from owners. Harahap & Syafri (2015; 115). An increase in profit is an increase in profit from year to year. The success of management in a company is usually measured by the ability to plan and generate profits. Ability to analyze profit volume to make it easier for management to determine the target of how many units must be sold to be able to cover the costs that have been incurred.

SMEs

Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro enterprises as stipulated in the law. According to Law Number 20 of 2008 that :

Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the Law.

Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly from Medium Enterprises or Large Businesses that meet the Business criteria. Small as referred to in this Law.

Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales proceeds as regulated in this Law. www.ojk.go.id

Research Hypothesis

The Effect of Information Technology on Increasing Profit

Information technology promises solutions to many problems in the business world. Information technology applications can provide benefits to business processes and transactions both internally and externally. Information technology is also an effective device to improve external communication and quality of service to customers. Increasingly tight business competition in this era of globalization requires companies to restructure their business strategies and tactics, which at this time becomes a crucial thing where companies or businesses are competing to use advanced technology to support their business work processes that certainly aim to more effectively and efficiently business activities that they do. Each entrepreneur/company uses information technology in different ways and has its own strategy. Therefore the extent of the role of information technology to increase the profit of the company.

H1 : Information Technology Affects to Profit Increase

The Effect of Individual Performance on Increasing Profit

The participation of employees in the organization is governed by a clear division of authority and responsibility. However, it should be supported by the disciplined behavior of each employee and the efforts of each employee to give good treatment to consumers and their customers so that they will be satisfied. Consumer satisfaction with the use of services provided by a service organization or goods such as food businesses, depending on the performance of employees of the food business. A consumer can experience a degree of satisfaction. If the performance is less than expected, consumers will be disappointed. Therefore, employee performance will affect customer satisfaction and increased profit. The more professional the performance of employees in a company or service organization or goods, the consumers will feel satisfied and from consumers who are satisfied will get the expected profit. Because when the consumer is very satisfied, the customer will come back and automatically the consumer will promote the goods or services to other consumers. Higher performance means an increase in efficiency, effectiveness or higher quality of completion of a series of tasks assigned to individuals within a company or organization. Lindawati & Salamah (2012).

H2 : Individual Performance Affects to Profit Increase

The Effect of Sales Volume on Increasing Profit

Sales volume is one of the important things that must be evaluated for the possibility of the company not to lose. Sales volume that reaches the target will even more affect the company's profit. The amount of sales volume will affect the volume of production will affect the size of production costs. The greater the sales volume of an item, the greater the profit obtained, and vice versa if the sales volume of an item decreases, usually the profit will also decrease. Wisesa, et.al. (2014).

Sales volume is very influential to the size of the profit that will be obtained by the company. The size sales will affect product sales volume, and otherwise if sales do not reach the target optimal sales volume will also be decrease. This proves that sales volume has an effect on profit. Santi, et.al. (2019).

H3 : Sales Volume Affects to Profit Increase

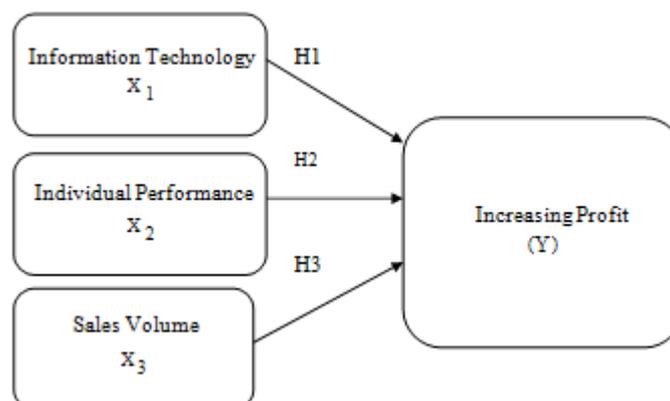


Figure 2. Research Mod

2. Research Method

The research method used is quantitative method, namely research by developing and using mathematical models, theories and/or hypotheses related to natural phenomena. Ghozali (2018). The type of research used is a quantitative type, quantitative research is generally carried out on samples taken at random, so that the conclusions of the research results can be generalized to the population where the sample is taken.

Variable Operational Definitions

According to Sugiyono (2017; 38), research variables are basically anything that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. This research is associative which discusses three independent variables and one dependent variable.

Independent Variable

The independent variable (independent variable) is a variable that affects other variables, or is the cause of changes or the emergence of the dependent variable. Sunyoto (2016). The way of assessing it is by giving questions to respondents as a determinant direction, for information technology variables and individual performance on increasing profits, the likert scale is used with five alternatives, namely:

1. Strongly Disagree (STS)
2. Disagree (TS)
3. Neutral (N)
4. Agree (S)
5. Strongly Agree (SS).

The information technology variable was measured by a questionnaire, some of which were adopted from Jumaili's (2005) research. The questions consist of:

1. Utilization of Information Technology where I work has a large and positive influence on the effectiveness and productivity of the business.
2. Utilization of Information Technology can meet my needs in completing tasks or buying and selling activities / transactions in a timely manner.
3. My understanding of using information technology is still low.
4. The use of Information Technology that I use can improve communication with customers/buyers.
5. Utilization of Information Technology that I use can reduce transaction costs.
6. Utilization of the technology that I use can help in product promotion.
7. The amount of funds spent on information technology is not a problem if the output of the new system can increase sales or profits.
8. The benefits obtained by using Information Technology are more than the losses incurred.

This individual performance variable was measured by a questionnaire, which was adopted from the research of Suyadi (1999). Questions in the questionnaire consisting of :

1. I can complete a number of jobs that are my responsibility.
2. I can complete the work accurately as expected.
3. I have sufficient knowledge about my duties/responsibilities and do it so that it is close to the standards of the company/institution where I work.
4. I have the ability to work with others and a constructive attitude in a team.
5. I have responsibility in carrying out my duties/work.
6. I have a pleasant work attitude and try to concentrate on the task.
7. I have the initiative in carrying out tasks/jobs that are relatively new to him.

8. I have the technical skills to get the job done.
9. I have the ability to make decisions or solve problems.
10. I have the ability to direct and guide other employees/employees to achieve efficiency and effectiveness.

Meanwhile, for the independent variable, the respondent's sales volume was only given one question in the form of an entry. And the respondent must fill in according to what is asked, there is no choice, all answers depend on the respondent.

Dependent Variable

The dependent variable is the variable that is influenced or which is the result of the independent variable. This variable is often symbolized by Y. In this study, what is affected is an increase in profit. To measure the profit increase variable by asking two questions about: How much was the total profit in the year (2019) and what was the profit last year (2018) and whether there was an increase compared to the previous year. The researcher only asks the respondent to write down the profit figure and the researcher himself will calculate the difference between 2019 and 2018 profits. When the data is entered into the SPSS, the profit increase variable uses LN (natural logarithm).

Population dan Sample

The population in this study is Small and Medium Enterprises (SMEs), especially in the culinary or food fields that have been registered with the Office of Cooperatives and SMEs in Cilegon as many as 29. The determination of the sample is done by Purposive Sampling as many as 23 samples obtained with the following criteria:

1. Samples must use information technology in running their business.
2. Respondents of food SMEs, especially in the Cilegon area.
3. Have a financial report every month.

Table 2. The Sampling Process Uses Purposive Sampling

Number	Purposive Sampling	Total
1	Population	29
2	Does not fit into the criteria	6
Number of Sample		23

Data Types and Sources

The data used in this study is primary data, namely data directly obtained from the first data source at the research location or research object. The data is taken by distributing questionnaires to people who meet the specified criteria.

Data Collection Technique

In this study, the data collection procedure was carried out through a questionnaire which was distributed directly by the researcher to the respondents.

Data Analysis Technique

Data analysis was done quantitatively by using multiple regression method. Multiple regression method was used to test the effect of independent variables on the dependent variable. Before testing the existing hypotheses, the author tests the classical multiple regression assumptions first.

3. Results and Discussions

Descriptive Statistics Test

By using descriptive statistics to provide an overview of a data seen from the average value (mean), standard deviation, maximum, minimum. The results obtained from the descriptive analysis show the results as shown in the following table:

Table 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std Deviation
Increasing Profit	23	14.22	15.86	15.1878	.40245
Information Technology	23	20.00	36.00	28.7826	4.75735
Individual Performance	23	47.00	99.00	86.6957	12.12599
Sales Volume	23	12200.00	80000.00	47281.9130	19462.92535
Valid N (listwise)	23				

Source: SPSS Output Result, 2020

From the results of the descriptive statistical test in the table above, information is obtained that after processing the data, it can be seen that the valid number in this study was 23 samples from a total sample of 29, because 6 of them were data that were not normally distributed so that the researchers concluded the increase in profit in Cilegon City SMEs reached an average of 15.1878 with the lowest profit increase was 14.22 and the highest profit increase was 15.86. Information technology in MSMEs in Cilegon City reached an average value of 28.7826 with the lowest information technology reaching 20.00 and the highest being 36.00. Individual performance in MSMEs in Cilegon City gets a score from the average test results of 86.6957 with the lowest and highest numbers being 47.00 and 99.00. Next is the sales volume that gets an average value of 47,281.9130 with the lowest value of rupiah obtained is 12,200 and the highest value is 80,000. From the three values above, we can see that the value of sales volume ranks the highest, reaching 80,000 in getting its net profit.

Multiple Regression Test

The results of multiple linear regression analysis are presented in the following table:

Table 4. Multiple Regression Test Results

Model	Multiple Regression Test Result		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	13.567	.390		34.801	.000
Information Technology	.037	.017	.432	2.188	.041
Individual Performance	.001	.005	.040	.260	.798
Sales Volume	9.558E006	.000	.462	2.721	.014

Source: SPSS Output Result, 2020

From the table above, the regression equation can be arranged as follows :

$$Y = 13,567 + 0,037X_1 + 0,001X_2 + 0,09558X_3$$

Hypothesis Test

Partial Test (t test)

The t statistic test was conducted to test the effect of the independent variable on the dependent variable individually. The results of the significant t test can be seen in the following table :

Table 5. Partial Test Results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	13.567	.390		34.801	.000
Information Technology	.037	.017	.432	2.188	.041
Individual Performance	.001	.005	.040	.260	.798
Sales Volume	9.558E006	.000	.462	2.721	.014

Source: SPSS Output Result, 2020

Based on the significant results above (t test) it is known that the variables X1 and X3 have a significant value of less than 0.05 and t count > 2.0859 (t table value) which means that individually X1 and X3 have a significant effect on Y. Variable X2 has a value significant more than 0.05 and t count < 2.0859 (t table value) which means that X2 has no significant effect on Y.

Coefficient of Determination

If there is adjusted R^2 with a negative value, it is considered to be 0 (zero), while the adjusted R^2 value that is close to 1 indicates that the independent variable provides almost all the information needed to predict and explain the dependent variable.

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840a	.706	.659	.23484

- a. Predictors: (Constant), Information technology, Individual performnace, Sales Volume
 b. Dependent Variable: Increasing Profit

Source: SPSS Output Result, 2020

From the SPSS model summary output display presented above, the adjusted R^2 value is 0.706. This shows that the ability of the independent variable in explaining the dependent variable is very low, at 70.6%. There is still 29.4% of the variance of the dependent variable that cannot be explained by the independent variables in this research model. This is due to the existence of other influencing factors which were not examined in this study.

Discussion

The Influence of Information Technology on Increasing Profit on SMEs in Cilegon

The results of the t test that Information Technology (IT) has a significant effect and have a positive relationship to the increase in the number of profits by 2,188, means that information technology has the ability to predict an increase in profit. This is in line with research conducted by the results of research by Jansen et.al. (2018) say that the use of information technology affects the quality of accounting information at the Regional Work Units (SKPD) in South Minahasa Regency. The influence and role of IT on the development of online businesses include :

1. IT that can facilitate the dissemination of information is able to grow online business to various regions of the world, such as ecommerce used by companies selling books, music, video, games and electronic goods.
2. The number of experts in the IT division also helps to grow online business on the internet. With so many experts in IT, online businesses are undergoing many system improvements. Online businesses were once particularly vulnerable to credit card tapping that led to consumer disinterest in the business. But with the improvement of the system, the confidentiality of consumer identity is more guaranteed. Consumers can again trust buying their needs in online business companies.
3. Online business is much loved because of its flexibility. One does not have to be in his shop to wait for customers, but with his computer and connectivity can already sell his products throughout the country. Buyers do not have to get tired of going out to buy their necessities, because by only buying online, the purchase can be delivered directly to their home.
4. Internet connection that is getting easier and more affordable due to its progress also leads to prosperity in online business. According to Kurnia (2012), the use of IT provides positive value for management strategies related to aspects of communication, information access, decision retrieval, data management and knowledge management. IT can be a strength of strategy and tools for organizations that provide advantages on the promotional aspects and the strength of competitiveness. IT can also benefit organizations and businesses to reduce costs and improve the organization's ability to coordinate with others.

Research conducted by Roosdhani et.al. (2012) the results of his research say that SME entrepreneurs in Jepara district have great interest in adopting ICT to manage run business. Likewise, Wulandari & Sudarno (2013), which explained that the role of information technology will be very important for transaction activities both routine, periodic, and incidental and provide a lot of information quickly and precisely.

The Influence of Individual Performance on Increasing Profit on SMEs in Cilegon

Based on the results of the t test on the influence of individual performance on the increase in the number of profit obtained by 0.260, it can be concluded that individual performance does not have a positive influence on the increase in SMEs profit in Cilegon City, due to $0.260 < 2.0859$. According to Vipraprastha & Sari (2016) factors that are able to affect individual performance are:

1. Experience, which is a factor to assess how long a person knows or exchanges knowledge with others to be able to carry out his work well. Experience will determine the skills in carrying out a particular task.
2. Job training, is a process that works on certain knowledge and skills and attitudes, so that employees are more skilled and able to perform their responsibilities.
3. Incentives, a means of motivating in the form of materials, which are given as a stimulant or encouragement to increase work productivity.

Based on these factors, the owners of SMEs in Cilegon City do not seem to have been able to apply it to themselves or their employees, it resulted in a low value of individual performance that was able to influence the increase in profit. Research conducted by Lindawati & Salamah (2011) states that the variables of technological task suitability, perceived usefulness, complexity, facilitating conditions and computer anxiety, the use of information systems and information technology affect individual employee performance.

The Influence of Sales Volume on Increasing Total Profit on SMEs in Cilegon

Based on the results of the t-test calculations carried out regarding the effect of sales volume on increasing the amount of profit, the result is 2.721, it can be concluded that the effect of sales volume has a positive influence on increasing the number of MSME profits in Cilegon

City, because $2.721 > 2.0859$. According to Rusdi (2019), one of the most important things to know the progress of a company is through the sales volume made by the company, the more goods sold, the more profits a business will get. The results of this study are supported by the results of research conducted by Rustami, et.al. (2014) which states that sales volume has an effect on profits at the Banyuatis Singaraja Coffee Powder company in 2010-2013. Every company in carrying out its activities must have the main goal of achieving maximum profit. Likewise with the results of research conducted by Wisesa, et.al. (2014) that cashew sales volume affects net income at UD. Agung Esha in 2013.

4. Conclusions

Based on the results of data analysis and tests that have been carried out to answer the problem formulation of this study, it can be concluded as follows :

1. Partially that the X1 variable has a significant value less than 0.05 and t count > 2.0859 (t table value) which means that information technology has a significant effect on increasing MSME profits in Cilegon City.
2. Partially that the X2 variable has a significant value of more than 0.05 and t count < 2.0859 (t table value) which means that individual performance does not have a positive effect on increasing MSME profits in Cilegon City.
3. Partially that the X3 variable has a significant value of less than 0.05 and t count > 2.0859 (t table value) which means that sales volume has an effect on increasing MSME profits in Cilegon City.

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