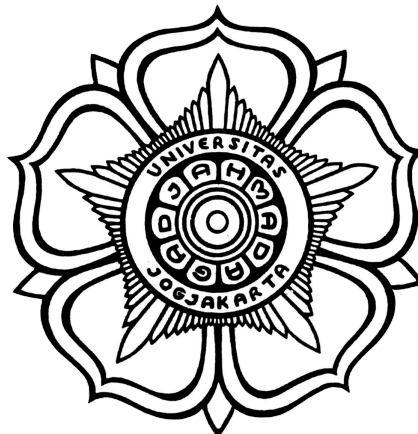


**A COMPARATIVE ANALYSIS OF THE IMPACT OF  
OPERATIONAL VARIABLES AND SALES REVENUE ON  
PROFITABILITY IN RETAIL FIRMS LISTED ON THE INDONESIAN  
STOCK EXCHANGE (IDX)**

Undergraduate Thesis

Submitted as a Requirement to Obtain the Bachelor of Economics Degree  
Program Studi Sarjana Manajemen IUP



Written By:

Syariva Amara Syaiful Andre

19/438370/EK/22202

**PROGRAM STUDI SARJANA MANAJEMEN IUP  
FAKULTAS EKONOMIKA DAN BISNIS  
UNIVERSITAS GADJAH MADA YOGYAKARTA  
YOGYAKARTA  
2024**



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Syariva Amara Syaiful Andre, I Wayan Nuka Lantara, M.Si., Ph.D.

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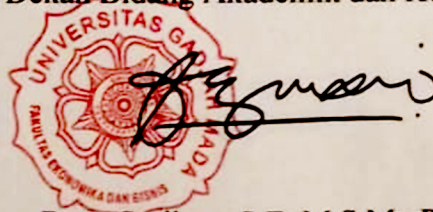
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Tim Penguji	Nama Lengkap	Tanda Tangan
Pembimbing	I Wayan Nuka Lantara, M.Si., Ph.D. NIP 197503312008011003	
Penguji 1	Agastya, Drs., M.B.A. NIP 196409261990031001	
Penguji 2	R. Muhammad Fajri, S.E., MBA. NIKA 111199508202301104	

Mengetahui,  
Wakil Dekan Bidang Akademik dan Kemahasiswaan



Bayu Sutikno, S.E., M.S.M., Ph.D.  
NIP 197805202005011002

Thesis

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Written and Arranged by

Syariva Amara Syaiful Andre  
19/438370/EK/22202

On 13 September 2023

Susunan Dewan Penguji

### **Statement of Thesis Authenticity**

With this I declare that my thesis titled:

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The writer of the statement,



Syariva Amara Syaiful Andre

## Preface

This paper is a product of time, effort, catharsis, and a gradual learning curve that took what felt like a painful eternity, and has finally paid off. I am beyond delighted to have finished this extensive, enormous paper that has eventually transformed into something I am immensely proud of. While this thesis is focused on possible antecedents of profitability in the Indonesian retail sector, other researchers can apply the methods I used here for topics on other sectors, financial measures, and other economic regions. Thank you for reading my paper, and I sincerely hope you learn something new upon finishing it.

I would like to thank my thesis advisor, Pak I Wayan Nuka Lantara, for guiding my process, from the discussion of my initial ideas to the calculations stage and finally to bringing my outline into words. Next, I give my utmost gratitude to my family, starting with my mother and father Niniek Meitarini Virdasari and Andre Mirza Hartawan for supporting my academic journey from the start. To my siblings Mars Andre and Ian Andre, thank you for believing in me and staying by my side as I navigate the most difficult parts of not only my school life, but my personal life as well. This thesis would have been impossible without you. I appreciate and love you to the moon and back.

I would also like to extend my gratitude to my muses and inspirations, who are always there for me despite how dark the road may seem. To Deco Niina, Aquera, and Deruta whose melodies and lyrics I hold close to my chest, as well as Choi Soobin, Choi Yeonjun, Choi Beomgyu, Kang Taehyun, and Huening Kai, your light has made my life even more colorful and worthwhile. And to Siina Mota, whose life and voice I will keep alive forever, I am forever grateful. To Deco Niina and Kang Taehyun in particular, all the songs about fondness and appreciation in the world could never fully describe my feelings, but just know that I love you more than the word “love” itself.

Up next, to my entire childhood and friends since adolescence, Isabelle Supandji, Nadine Soraya, Alisha Saadiya, Jace Wihardja, and Almeira Hadi, thank you for giving me the strength to finish this paper and letting me know that I am loved despite how long it took me to complete it. To my Jogja friends Alya Shafira, Lufti Krishnadi, and Ielfabriel Irawan, thank you for never letting me feel alone in a home away from home. Finally, I thank my best friend, Ilma Wijaya for accompanying me through every step of my journey and forever. I keep you close to my heart at all times and am truly grateful to you in all aspects of my existence.