



## The Effect Of *Digital Accounting* On Company Profitability Amid The Threat Of Recession

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**Abstract.** The article we made with the title "The Effect of Digital Accounting on Company Profitability Amid the Threat of Recession" purpose to find out how Digital Accounting affects company profitability amid the threat of recession. The research methodology we use is quantitative methodology by collecting secondary data which we then process into graphs to make it easier for readers to understand the contents of this article. In this article, it can be concluded that Digital Accounting has an important role in the profitability of companies amid the threat of recession because it can be time efficient, save costs, and a realtime reporting process. Thus, the company can continue to operate.

**Keywords:** Recession, Digital Accounting, Profitability

### BACKGROUND

The global recession was preceded by universally weak economic growth. Many economic theories attempt to explain the reasons for the weakening of the global economy so that it has the potential to experience a recession . *International Monetary Fund* (IMF) and the World Bank as one of the International Financial Institutions have received an early warning of the possibility of a global recession in 2023. The economic crisis that several countries are currently experiencing clearly shows the emergence of this recession. In fact, investment research firm Ned Davis *Research* predicts a 98.1 percent chance of a recession within the next year. An economic recession is a condition in which a country's economic activity declines significantly over a long period of time , increasing numbers unemployment, a decline in gross domestic product and declining consumer confidence are signs of a country's economic recession.

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In the era of the industrial revolution 4.0, accounting can no longer rely on traditional software or manual data processing in large volumes. Due to changing customer expectations requiring speed and high demand volume, technology is becoming a major trend to ensure stable business continuity in the long term (Khanom, 2022). As an accountant, you must be able to position an efficient *system to integrate technology-based economic activities*. Technology should be geared toward helping businesses and people achieve their goals more quickly and flexibly.

According to the results of research by *Google, Temasek, and Bain & Company*, the *compound annual growth rate (CAGR)* of digital activity in the Indonesian economy has reached 20% so that *the Gross Marketing Value (GMV)* is predicted to be US\$ 146 billion or the equivalent with IDR 2.25 quadrillion (assuming an exchange rate of IDR 15,400 per United States/US dollar) in 2025.

*Digital Accounting* plays an important role in increasing company profits. This *digital accounting* technology can help companies save costs, increase efficiency and reduce the risk of fraud and fraud and assist in making decisions faster and better.

## **THEORETICAL STUDY**

### **Digital Accounting**

Digital accounting or *digital accounting* is the use of information and communication technology in the accounting process, starting from recording transactions, processing financial data to financial reporting. Some of the technologies used in digital accounting include accounting software, database management systems, data analysis and *cloud computing technology*. The advantage of using digital accounting is higher efficiency and productivity in the accounting process. Some of the other benefits are:

- **Cost savings:** In the long term, the use of technology can reduce expenses associated with the accounting process, such as spending on paper, ink and office supplies.
- **Better data accuracy:** By reducing manual processes in accounting, errors that can occur can be minimized. This will increase the accuracy of the resulting data and assist in decision making.

- Better accessibility: Financial data stored in digital accounting systems can be accessed from anywhere and at any time using internet access, making it easier for management to carry out financial analysis and decision making.
- Faster reporting: By using digital accounting, the process of making financial reports can be done quickly and on time. This will enable management to make quicker and more informed decisions.

Digital accounting refers to the use of technology to manage financial transactions and data. Digital accounting includes software applications created specifically for accounting tasks, such as bookkeeping, invoicing, payroll processing and financial reporting. With *digital accounting*, businesses can automate many of their financial processes, reduce the risk of errors and gain real-time visibility into their financial performance. Some of the tools commonly used in *digital accounting* include accounting software such as QuickBooks, Xero, and FreshBooks. This software solution can be accessed online, making it easier for businesses to collaborate with accountants and other stakeholders in *real time*.

Some *software* that can be used by accountants in carrying out their operations, including:

1. **Hadoop** : Useful (Rezaee & Wang, 2022) *open-source* software to facilitate large-scale data analysis for companies and accountants. Underlined the importance of understanding and utilizing big data in identifying future business opportunities.
2. **R-Programming** : A programming language designed to help understand and analyze statistical data and graphical visualization. Its use can increase the effectiveness of decision making and communication skills of accountants in the allocation of funds and company assets ((Najafabadi et al. & Rezaee & Wang, 2022))
3. **IBM SPSS Modeler** : *Software* integrated system that makes it easy to predict future events by analyzing available data. In an effort to prevent risks that harm the company and stakeholders, this software uses complex algorithms and analytical techniques ((Munoko et al., Accounting Binus, 2022))

4. **Data Mining** : Using various methods of extracting large amounts of data, integrated applications can utilize statistical and mathematical techniques to perform *Data Mining* . This is useful to make it easier for users and readers to find the latest information from Big Data. (Kroon et al., 2022)
5. **Cloud Accounting** : Khanom(2017, 2022) states that *the cloud* can provide services , *software* and infrastructure to make it easier to manage work effectively . In the field of accounting, *cloud* integration can help process and project the results of financial reports in *real-time* and flexibly, so that they can be conveyed easily to company leaders in making decisions for the future. Even though *cloud* integration has many advantages, such as minimizing costs and increasing work flexibility, Khanom also emphasizes the importance of considering risks, such as data security and internet network disruptions.
6. **Generalized Audit Software / Audit Command Language:** Auditors use software to track and analyze data more precisely and quickly so as to produce optimal results in a short time. By using the application system, auditors can visualize data in a form that is easy to read and understand, and use the results as a basis for generating audit findings and opinions.
7. **Artificial Intelligence / Blockchain:** ICAEW ((2018), 2022)states that AI and *blockchain* are high-level technologies that are starting to gain attention. The development of the accounting profession in the future is expected to depend on the application of AI that can help validate and test the reliability of big data quickly, thereby reducing the risk of human error in reading the data and using it to generate financial reports. In this case, the accountant's role is as the final decision maker by assessing it through consultation with several interested parties (ACCA, 2020). In addition, *blockchain- based technologies* such as *smart contracts*, *ethereum* and other technologies can help operate digital transactions that are recorded in *real-time* and ensure high data security.

*cloud* -based storage and document management solutions, which enable businesses to securely store and access financial documents such as invoices, receipts and bank statements. It helps businesses to check their financial records

and ensure compliance with accounting standards and regulations. So it can be said that *Digital Accounting* has an important role in increasing company profitability in the *industrial era* and amid the threat of recession.

### **Profitability**

Profitability is a company's ability to generate profits through operational activities involving sales and investments. (Kasmir 2008:198, 2008) explained that profitability is the ratio used to evaluate a company's ability to generate profits and describe efficiency company operations, thereby providing benefits to the company. Meanwhile according Indonesian Institute of Accountants profitability is the main indicator to show the effectiveness of management as a whole, which is reflected in level profits earned by the company.

(Kasmir 2. , 2008) argues that by using profitability as a criterion for evaluating the company's operating performance has several important benefits that can be exploited . The following are some of the important benefits of using profitability as a criterion for evaluating the company's operating results :

1. Obtain information about the level of profit earned by the company.
2. Comparing the company's income between the previous year and the current year.
3. Assess the productivity of all funds used by the company, both loan capital and personal capital.
4. Profitability can be used by management as an internal control tool to formulate targets, budgets, coordination, evaluate the company's operational results and become the basis for decision making.

According to (Kasmir 2. , 2008)There are several types of profitability ratios that can be used are:

- 1) Profit margin (profit margin) is a ratio that indicates the percentage of net profit derived from sales. The higher this ratio, the greater the company's ability to generate profits, so that it can be used as a good performance indicator.
- 2) *Return on Assets* (ROA) is a ratio that indicates how much a company's assets rotate based on sales volume. The higher the ratio , the better the company's performance, because its assets rotate faster and generate more profit.

- 3) *Return on Equity (ROE)* is a ratio that shows the percentage of net profit obtained from the owner's capital. The greater this ratio, the better the company's performance in generating profits from the capital invested by the owners.
- 4) *Return on Total Assets*. This ratio shows how much net profit the company gets as measured by the value of its assets
- 5) *Basic Earning Power*, the ratio that shows the company's ability to generate profit which is estimated from the amount of profit before deducting interest and taxes compared to total assets. The higher the ratio, the better.
- 6) *Earning Per Share*, this ratio describes the company's performance in generating profits per share.
- 7) *Contribution Margin* , this ratio indicates a company's ability to generate profits that can cover fixed costs or other operations. By understanding this ratio, management can manage expenses for fixed or operational costs so that the company can make a profit. In this study, the type of profitability ratio chosen is *Return On Assets (ROAs)*. ROA is a measure of a company's success in managing its wealth, which can improve the company's performance in managing assets and generating profits. The higher the ROA, the better the company's performance in managing assets and generating profits.

### Conceptual Framework



## **RESEARCH METHODS**

### **1. Research design**

The method we used in this research is an objective quantitative method by collecting data in the form of numbers in a structured and systematic manner in accordance with the facts. Researchers will usually use quantitative methods to test a hypothesis. By using this quantitative method, researchers can find out the size of the value or number of results of a case which is then used for comparison. In this research method, the data that has been processed can be presented in the form of graphs and tables.

### **2. Place and time of research**

Our research was conducted at the place of work on this article, namely at home from February to May 2023

### **3. Data Type**

This research method is a quantitative method by collecting information and secondary data that we get on the company's website.

### **4. Data source**

In carrying out this research, it requires data that is used to conduct research and as the final result for this research. Collecting certain information, carrying out data collection techniques with secondary data that we get on the company's website and then processing it with SPSS.

### **5. Population and Sample**

The population in this study are large companies in Indonesia. With 3 samples, namely PT Kalbe Farma, PT Indofood and Bank Mega.

### **6. Data collection technique**

The data collection technique in this study is documentation, namely seeking information about variables through the company's website.

### **7. Data Processing Process**

By analyzing related sources and taking the SPSS results, then draw conclusions.

8. Analysis Techniques

The unit of analysis or the dependent variable is an object being analyzed. The analysis in this study is the effect of Digital Accounting on company profitability in the midst of a recession threat .

**RESULTS AND DISCUSSION**

In this study, our group examined three companies engaged in the pharmaceutical, manufacturing and service sectors. The company we took, namely PT. Kalbe Farma Tbk, PT. Indofood Tbk, and Bank Mega. The use of digital accounting in PT. Indofood Tbk, and Bank Mega started in 2017, and PT. Kalbe Farma Tbk started in 2014.

The three companies have several digital applications to help them continue to develop and innovate to face the threat of recession with the following data:

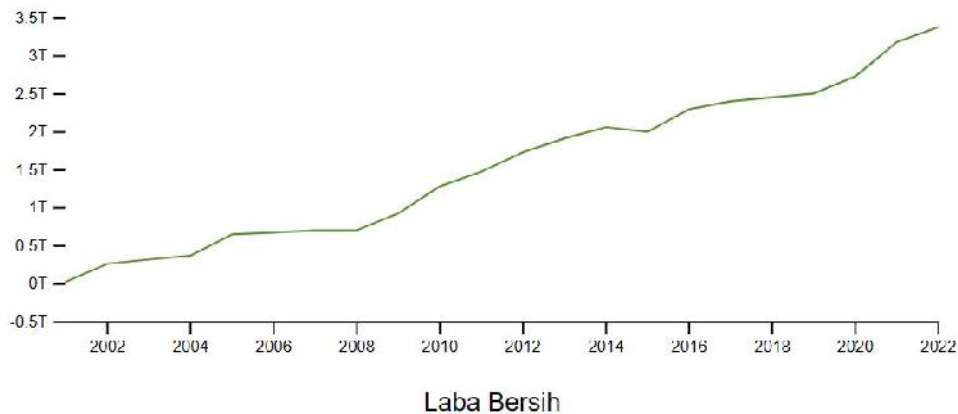
PT Kalbe Farma	Indofood PT	Megabank
Kalbe Farma provides a B2C platform, namely Klikdokter (telemedicine) and MOSHealth which functions to make it easier for consumers to carry out digital health services and make transactions online. Not only that, PT Kalbe Farma also provides B2B, EMOS & MOSTRAS platforms which are useful for facilitating pharmacies, drugstores, as well as other health businesses.	PT Indofood provides several applications to optimize sales, namely: 1. Indofood Sales App, created to assist sales in carrying out the transaction process. 2. Indofood e-Commerce, making it easier for consumers to buy products online 3. Indofood Culinary Journey, providing information about recipes and culinary tips 4. Indofood Recipe Box, contains a collection of recipes from various regions 5. Indofood Kitchen Kompanion, contains cooking video tutorials and recommendations for Indofood products	Bank Mega implements digital processes by launching Chatbot Mila, M-Smile mobile banking and back-office automation.



Based on the above data, it turns out that the three companies adopted several *softwares Digital Accounting* which is almost the same as ERP, *Financial Dashboard*, *Blockchain Technology* and *Artificial Intelligence (AI) Technology*. The use of *Digital Accounting* turns out to bring many advantages to the company.

Based on data from each company's financial statements over the past few years, we present the net profit received by each company in the following graph:

PT. Kalbe Farma Tbk



With the description of the financial statements of PT. Kalbe Farma Tbk for the last five years in the following table:

	2022	2021	2020	2019	2018
Pendapatan	28,933,502,646,720	26,261,194,512,310	23,112,654,991,220	22,633,476,361,040	21,074,306,186,030
Beban Pendapatan	17,498,740,505,300	15,157,805,245,820	12,866,332,497,450	12,602,719,055,900	11,317,738,405,220
Laba Kotor	11,434,762,141,420	11,103,389,266,490	10,246,322,493,770	10,030,757,305,140	9,756,567,780,810
Beban Operasi	24,701,634,651,182	22,259,472,647,496	19,580,474,353,587	19,332,065,934,608	17,781,653,942,066
Beban Administrasi	6,237,133,926,760	6,080,149,473,170	5,530,132,693,720	5,740,034,862,580	5,516,470,723,190
Beban Bunga	167,938,462,220	45,485,899,893	75,836,781,288	31,055,146,298	19,658,761,271
Laba Operasi	4,395,630,652,190	4,010,625,163,190	3,543,955,221,720	3,299,964,041,950	3,213,025,195,550
EBIT		4,030,862,390,167	3,586,492,913,681	3,336,553,475,550	3,202,753,801,693
Laba Sebelum Pajak	4,458,896,905,350	4,143,264,634,770	3,627,632,574,740	3,402,616,824,530	3,306,399,669,020
Laba Bersih	3,382,209,769,020	3,183,621,310,040	2,733,259,864,600	2,506,764,572,080	2,457,129,032,270

It can be seen that PT. Kalbe Farma has experienced an increase in revenue every year. In 2018 PT Kalbe Farma received revenue of 21,074,306,186,030 . Then in 2019 it rose by 22,633,476,361,040. Then in 2020 it rose by 23,112,654,991,220. Then in 2021

it will increase by 26,261,194,512,310. Then in 2022 it will increase by 28,933,502,646,720. It is estimated that every year PT Kalbe Farma 's profit will increase by 2 billion – 3 billion

PT. Indofood Sukses Makmur Tbk



With the description of the financial statements of PT Indofood Sukses Makmur Tbk for the last five years in the following table:

Tahun	Kuartal	2022	2021	2020	2019	2018
Pendapatan		110,830,272,000,000	99,345,618,000,000	81,731,469,000,000	76,592,955,000,000	73,394,728,000,000
Beban Pendapatan		76,858,593,000,000	66,881,557,000,000	54,979,425,000,000	53,876,594,000,000	53,182,723,000,000
Laba Kotor		33,971,679,000,000	32,464,061,000,000	26,752,044,000,000	22,716,361,000,000	20,212,005,000,000
Beban Operasi			81,405,994,000,000	68,524,151,000,000	66,107,824,000,000	64,615,645,000,000
Beban Administrasi		14,965,651,000,000	15,050,114,000,000	13,535,154,000,000	12,781,881,000,000	11,876,486,000,000
Beban Bunga		1,126,069,000,000	2,842,883,000,000	1,875,812,000,000	1,727,018,000,000	1,553,151,000,000
Laba Operasi		19,693,110,000,000	16,882,324,000,000	12,889,087,000,000	9,831,024,000,000	9,143,020,000,000
EBIT			17,410,347,000,000	12,852,512,000,000	10,052,993,000,000	8,394,788,000,000
Laba Sebelum Pajak		12,318,765,000,000	14,456,085,000,000	12,426,334,000,000	8,749,397,000,000	7,446,966,000,000
Laba Bersih		6,359,094,000,000	7,642,197,000,000	6,455,632,000,000	4,908,172,000,000	4,166,101,000,000

Sukses Makmur Tbk's revenue continues to increase every year. In 2018 PT Indofood Tbk received revenue of 73,394,728,000,000 . Then in 2019 it rose by 76,592,955,000,000. Then in 2020 it rose by 81,731,469,000,000. Then in 2021 it will increase by 99,345,618,000,000. Then in 2022 it will increase by 110,830,272,000,000.

It is estimated that every year the profit that PT. Indofood Tbk increased by 1 billion – 5 billion.

### Megabank



With the description of Bank Mega's financial statements for the last five years in the following table:

Tahun	Kuartal				
	2022	2021	2020	2019	2018
Pendapatan	7,638,498,000,000	7,446,490,000,000	6,291,117,000,000	5,202,757,000,000	4,835,035,000,000
Beban Pendapatan				65,949,000,000	79,928,000,000
Laba Kotor				5,744,139,000,000	5,082,549,000,000
Beban Operasi				3,219,528,000,000	3,178,687,000,000
Beban Administrasi	730,625,000,000	694,330,000,000	740,453,000,000	814,651,000,000	866,859,000,000
Beban Bunga	3,199,931,000,000	3,269,215,000,000	4,132,838,000,000	3,870,709,000,000	3,258,611,000,000
Laba Operasi				2,562,988,000,000	1,954,959,000,000
EBIT					
Laba Sebelum Pajak	5,028,070,000,000	4,952,616,000,000	3,715,053,000,000	2,508,411,000,000	2,002,021,000,000
Laba Bersih	4,052,678,000,000	4,008,051,000,000	3,008,311,000,000	2,002,733,000,000	1,599,347,000,000

Based on the table above, Bank Mega's revenue continues to increase every year. In 2018 the mega bank received revenue of 4,835,035,000,000 . Then in 2019 it increased by 5,202,757,000,000. Then in 2020 it rose by 6,291,117,000,000. Then in 2021 it will increase by 7,446,490,000,000. Then in 2022 it will increase by 7,638,498,000,000. It is

estimated that every year the profits earned by Bank Mega will increase by 500 million-1 billion.

We will then process the data using SPSS 26 by comparing the income of each company after using *Digital Accounting* and before using *Digital Accounting* . The following is the data that we have processed with the Sample T Test as follows:

Ho: There is no difference between before and after using *digital accounting* on company profitability

Hi: There is a difference between before and after using *digital accounting* on company profitability

Criteria

H accepted H rejected = if sig > 0.05

H is rejected H is accepted = if sig < 0.05

**T-Test**

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	sesudah	8007197.000	3	8003894.389	4621050.580
	sebelum	7834069.000	3	8061827.929	4654498.525

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	sesudah & sebelum	3	1.000	.010

Paired Samples Test									
		Paired Differences		95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	Lower				Upper
Pair 1	sesudah - sebelum	173128.0000	138670.8820	80061.67107	-171349.568	517605.5676	2.162	2	.163

Based on the output of *Paired Samples Statistics*, it is known that *the mean* before and after using *digital accounting* is a difference where the value after 8007197,000 is greater than before, which is 7834069,000. In *Paired Samples Correlations* it can be seen that the correlation coefficient (*Correlation*) is 1000 and a significant value (Sig.) is 0.010. Based on the data from *the Paired Samples Test*, it is known that the Sig. of 0.010 > 0.05, it can be concluded that there is a difference between before and after the use of *digital accounting* on company profitability.

## CONCLUSIONS AND RECOMMENDATIONS

The use of *Digital Accounting* can help increase company efficiency, increase productivity, and reduce operational costs. In the midst of a recession threat, the use of *digital accounting* plays an important role in helping companies increase company profitability. The following are some of the roles of *digital accounting* in helping companies increase profitability amid the threat of a recession:

1. Increase operational efficiency: *Digital accounting* can help companies reduce operational costs by increasing the efficiency of their business processes. This can help companies save costs and increase their profitability.
2. Improve accuracy and speed: In facing the threat of recession, companies must be able to make fast and appropriate business decisions based on accurate financial information. *Digital accounting* can help companies process financial information more quickly and accurately, thereby enabling management to make better and faster decisions.
3. *real-time* financial monitoring : In facing the threat of recession, companies must monitor their financial condition continuously. With *digital accounting* , companies can monitor their financial condition in *real-time* and make the necessary adjustments quickly. This can help companies avoid bigger financial problems and increase their profitability.
4. Facilitate decision-making: In facing the threat of recession, companies must be able to make quick and appropriate business decisions to reduce costs and increase profitability. *Digital accounting* can help companies collect and analyze financial information more quickly and accurately, thereby enabling management to make better and faster decisions.

Thus, *digital accounting* can help companies deal with the threat of recession and increase their profitability by increasing efficiency, accuracy, *real-time financial monitoring* and better and faster decision-making capabilities. However, companies must also ensure that their *digital accounting system* is well integrated with the company's overall business processes and that accounting and management staff are skilled in using the system.

Based on the data above, it can be concluded that the role of *Digital Accounting* in companies can increase company profitability.

Advice for companies implementing *digital accounting* is to make sure companies use trusted and reliable accounting *software* to manage complex accounting tasks, study digital accounting systems well and ensure that all company accounting teams are trained in the use of *the software* used, be more careful in maintaining the security of the company's financial data by implementing an adequate IT security system and using strong *passwords* , recording transactions correctly and as quickly as possible to ensure the accuracy of the company's financial reports.

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