

FINANCIAL PERFORMANCE ASSESSMENT OF PT BUKIT ULUWATU VILLA TBK IN COMPARISON WITH OTHER HOSPITALITY COMPANIES IN INDONESIA

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Abstract. One of Indonesia's hospitality companies is PT Bukit Uluwatu Villa Tbk. This study will assess the financial performance of PT Bukit Uluwatu Villa Tbk as a company mainly operated in the island of Bali and carry the concept of green resort. The assessment will be done with Financial Ratio Analysis, Compound Annual Growth Rate (CAGR) analysis, and DuPont System of Analysis. PT Bukit Uluwatu Villa Tbk will be compared to 4 other listed hospitality company in Indonesia which are PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency Tbk, PT Pembangunan Graha Lestari Indah Tbk, dan PT Sahid Jaya International. The result of the analysis shows that PT Bukit Uluwatu Villa Tbk has some generally good condition with several weak points. One of them is average payment period. Some recommendation that can be given is to increase the price of the room or to increase the number of room to boost their assets.

Keywords: Financial Ratio, Compound Annual Growth Rate, DuPont System of Analysis, Financial Performance

Introduction

The hospitality industry is an important part of Indonesia's tourism industry. Rastiyono (2012) stated that Tourism has been an important industry recognized as in Indonesia, tourism receipts ranks a close second to the Oil and Gas export parts and they are many times that garment exports. In 2013 alone the hospitality industry contributes to the State's GDP amounted to IDR 39,287.30 billion. Ling, David et al. (2013) stated that tourism arrival is expected to increase from the current 250 million in 2012 to an estimated 400 million by 2023 based on a 5% compound annual growth rate. An additional 100,000 guestrooms will be required, translating to an estimated 700 to 800 hotels to be built in the next decade, creating tremendous opportunities for developers, investors, financiers, hotel management groups, airlines companies, travel agencies, consultancies and other stakeholders.

Articles written by Dee Nugraha/Ani H from en.voi.co.id stating that Indonesia Minister of Tourism and Creative Economy, Mari Elka Pangestu, said Indonesia ranks third in Asia in the field of development and investment hospitality. It is accompanied by the increasing number of domestic travelers who stay at a four star hotel and five star in Indonesia. Research of HVS Global Hospitality Services in 2012 showed that the number of trips made in Indonesia amounted to 253 million, and 8 million of whom are foreign tourists. This figure shows an increase of about 5% from 2011. As indicated in the article, the increase in the number of tourists in Indonesia must be accompanied by an increase in the number of new hotels. The data obtained from the Badan Pusat Statistik (BPS) shows the number of international travelers continues to increase every year. Although growth is slightly inhibited during the subprime mortgage crisis in 2008, the economic crisis in 2011 doesn't have the impact of the crisis in 2008 and only slightly inhibits growth. Although the Indonesian

tourism affected by both the crisis, growth in tourist numbers remains in positive number and continues to increase.

One of the biggest listed public hospitality companies in Indonesia is PT Bukit Uluwatu Villa Tbk. PT Bukit Uluwatu Villa Tbk is one of hospitality company with the largest revenue in Indonesia with revenue reached IDR 262.36 billion and net income was IDR 67.52 billion. Its position mainly on the Island of Bali also makes it a strategically positioned company. This is because Bali has the largest concentration of international travelers. With a large income and a strategic position on the island of Bali PT Bukit Uluwatu Villa Tbk should benefit from an increase in international tourists in a few years and might attract investors to do an investment.

Other than PT Bukit Uluwatu Villa Tbk, there are several other companies in Indonesia's hospitality industries which are to PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency, PT Sahid Jaya International, and PT Pembangunan Graha Lestari Indah Tbk. PT Bukit Uluwatu Villa Tbk's international market share should be larger due to its position in Bali. This is a good thing since international tourist tends to spend more money when they are travelling which boost the company's income. But, larger dependency on international market also means that PT Bukit Uluwatu Villa Tbk performance would be more vulnerable to international crisis. The purpose of this study is to find out how the performance of PT Bukit Uluwatu Villa Tbk is compared to PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency, PT Sahid Jaya International, and PT Pembangunan Graha Lestari Indah Tbk. Whether it is advisable to invest in this hospitality company or preferably in another hospitality company, and find out what recommendations can be given to improve their financial performance from year to year.

Literature Review

Hotel

According to *Surat Keputusan Menteri Pariwisata, Pos, dan Telekomunikasi No.KM 34/HK 103/MPPT-8787*, the hotel is a type of accommodation that use some or all of the building to provide lodging, food and drink and other services to the public, commercially managed and comply with the requirements set in government decisions. Meanwhile, according to the *Surat Keputusan Menteri Transportasi No., PM 10 / PW-301 / Phb. 77, dated December 12, 1977*, the hotel is a form of commercially managed accommodation, are provided for each person to obtain an accommodation, following eating and drinking.

Financial Statement Analysis

Financial statements are prepared to help investors and creditors understand the financial history if a company and use that knowledge to predict the amount, timing and uncertainty of both future cash flows and price appreciation. Financial statement analysis is an attempt to answer four broad questions to define four major dimensions of financial performance: profitability and market performance, liquidity, efficiency and capital structure. (Steedle & Lamont F., 2002)

Financial statements which consist of Income Statement, Balance Sheet, Statement of Retained Earnings, and Statement of Cash Flow can be used to compare a company's financial performance with another. Financial statement is an outline of the company's financial activity. It is meant to be presented clearly not only for the company but also for the readers. The data already includes all the material needed for doing an assessment (Mautz & Angell, 2006).

Ratio Analysis

Ratio Analysis is a tool used to compute a series of ratios from selected numbers on the two financial statements. Trend analysis on the other hand is a tool to compare two internal statements from previous year. (Garner, 1993)

Financial ratios utilize data derived from financial statements of a company. The ratios are grouped to several categories: Liquidity and Solvency, Inventory control, Profitability, Capital Efficiency.

Since companies have different sizes, it is difficult to compare one with another based on the number in the financial statement. To compare companies with different sizes, financial ratio analysis can be used. It compares the ratio of different pieces taken from the financial statement. Financial ratios are widely used for modeling purposes both by practitioners and researchers. Practitioners use financial ratios, for instance, to forecast the future success of companies, according to Salmi, Timo & Martikainen, Teppo (1994)

DuPont System of Analysis

DuPont System of Analysis is used to measure the performance of a company based on analysis of return on equity model. The model disaggregates performance into three components: net profit margin, total asset turnover, and equity multiplier or financial leverage multiplier. The benefit of using the DuPont system is that it allows the firm to break its return in equity into a profit-on-sales component (net profit margin), and efficiency-of-asset-use component (total asset turnover), and a use-of-financial-leverage component (financial leverage multiplier). The total return to owners therefore can be analyzed in these important dimensions. (Almazari, 2012)

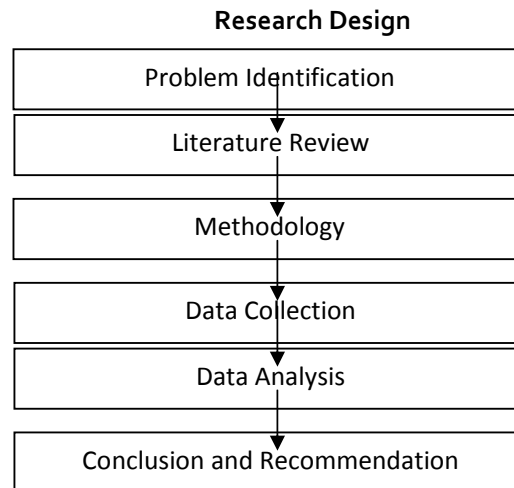
ROA or usually called as Return on Investment (ROI) measures the efficiency of the management for generating profits with the available assets. ROA can be calculated by dividing earnings available to common stockholder to total assets. On the other hand ROE measures the return gained from the common stocks of a company. ROE can be calculated by dividing earnings available for common stockholders with the common stock equity (Gitman&Zutter, 2009, Pg 89-90)

Methodology

Research Design

This final project is regarding to PT Bukit Uluwatu Villa Tbk as the main company to be compared to other hospitality companies which mainly operates in hotel industries.

There are some steps implemented which describe the process of writing this paper, which are:



Problem Identification

There are several steps taken to conduct this research which will be explained on this chapter. The first step taken in this research is to answer the questions regarding the PT Bukit Uluwatu Villa Tbk Financial Condition. The second step is to do an enormous reading on several books, journal and articles to expand knowledge about company financial assessment. Later, the author came up with the objectives, which are to identify factors affecting the implementation of company financial assessment tools. Later, the author came up with analysis of the company's financial analysis using the financial assessment tools. After reading several preceding literature concerning this issue, the author came up with several financial assessment tools which is Financial Statement Analysis using Financial Ratio Analysis and DuPont Analysis. The next step is to retrieve the data from five listed

hospitality companies operating in Indonesia, with all of the listed in Indonesia Stock Exchange. The last step which is conducted after data collection and processing is to summarize all the result and create a conclusion for this research.

Literature Review

The author obtained several textbooks and journals related to hospitality industry's financial assessment. The author also obtained preceding researches which have similarity to this research with the purpose to extend author's understanding. This review is a very crucial part of this research sine the author needs to expand the knowledge about financial assessment of a hospitality company.

Data Collection

This step is a process of gathering the company's financial data to be analyzed. The data used is financial report from year 2009-2013 of PT Bukit Uluwatu Villa Tbk, PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency, PT Sahid Jaya International, and PT Pembangunan Graha Lestari Indah Tbk as listed hospitality companies in Indonesia. The data and additional information can be obtained from the internet.

Data Analysis

Several methods will be used to assess the financial performance of the companies listed in this final project. The first one is to use the data obtained to calculate and find the trend analysis using the financial ratios of each company and find the calculation of the Compound Annual Growth Rate (CAGR).

The next method will utilize DuPont System of Analysis to measure the company's performance compared to other companies in the same industries. The result will determine each company's financial performance.

Conclusion and Recommendation

The conclusion will be taken based on the result of the financial performance analysis of PT Bukit Uluwatu Villa Tbk compared to other hospitality companies in Indonesia. From There on, suggestion will be given to improve PT Bukit Uluwatu Villa Tbk financial performance.

Data Analysis

Compound Annual Growth Rate (CAGR)

The company's financial performance each year will be analyzed using trend analysis. To assess the company's financial performance, financial data from 2009 to 2013 will be used. Using the numbers from those data, the company's ratio can be calculated then the compound annual growth rate can be determined. Followings are the CAGR comparisons and analysis of all companies categorized according to five common ratios.

Liquidity Ratio

Table 4. 1 CAGR of Current Ratio and Quick Ratio

Current Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.13	0.81	1.42	1.53	1.44	0.61
PT Grahamas Citrawisata Tbk	0.58	0.64	1.32	1.96	1.30	0.18
PT Hotel Mandarine Regency Tbk	0.33	0.98	1.22	1.22	0.83	0.21
PT Pembangunan Graha Lestari Indah Tbk	0.65	0.69	2.00	1.06	6.48	0.58
PT Sahid Jaya International Tbk	0.16	1.03	1.19	1.63	1.26	0.51

Quick Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.11	0.80	1.40	1.51	1.42	0.67
PT Grahamas Citrawisata Tbk	0.52	0.59	1.24	1.87	1.18	0.18

PT Hotel Mandarine Regency Tbk	0.28	0.95	1.18	1.20	0.81	0.24
PT Pembangunan Graha Lestari Indah Tbk	0.62	0.63	1.91	0.93	6.33	0.59
PT Sahid Jaya International Tbk	0.15	0.20	0.45	0.73	0.61	0.32

The table above shows that generally every company produces positive CAGR number with positive score from 2009 to 2013. PT Bukit Uluwatu Villa Tbk represents the highest score on both ratios, and PT Grahamas Citrawisata Tbk the lowest on both ratios. The results are generally divided into two group with PT Bukit Uluwatu Villa Tbk, PT Pembangunan Graha Lestari Indah Tbk, and PT Sahid Jaya International belonging to high score group, and PT Grahamas Citrawisata Tbk and PT Pembangunan Graha Lestari Indah Tbk belongin to lower score group. Each company will be analyzed separately starting with the high result group.

PT Bukit Uluwatu Tbk scores the highest CAGR. From 2009 the ratio jumped to much higher number which is caused by short-term investment from PT Bank Internasional Indonesia Tbk which matures in 2011. Then, the ratio jumped again in 2011 due to increased asset caused by the purchase of land for new property. This is further augmented by a decrease in liabilities caused by decrease in Bank Artha Graha Loan paid by Bank International Indonesia loan. Both the current ratio and quick ratio show growth from 2009 to 2012 while in 2013 the numbers decline a bit due to large increase in long-term debt caused by a loan from Bank Intenasional Indonesia to support the sale and purchase transactions of shares of PT Bukit Lagoi Villa. The decrease was kept small because the in conjunction with the increase in debt, PT Bukit Uluwatu Tbk receives substantial amount of financial assistance from shareholders.

PT Pembangunan Graha Lestari Indah Tbk shows growth from 2009 to 2013 with fluctuation in 2011 and 2013. Fluctuation in 2011 happens due to loans needed to fund needed to help develop an ethanol factory and land acquisition for development of minihydro powered power plant, while fluctuation in 2013 happens due to time deposit in PT Bank Internasional Indonesia Tbk and Bank Tabungan Negara further augmented by a change in inventory. Another company which shows high growth is PT Sahid Jaya International Tbk. PT Sahid Jaya International Tbk shows a steady growth from 2009 to 2013 which result in high CAGR. The current ratio fluctuates a little due to an increase of inventory caused by the existence of buildings which are ready to be sold stated at the lower of cost and net realizable value in 2010 and a small fluctuation in liability, the quick ratio shows a steady growth supported by steady growth in assets.

PT Grahamas Citrawisata Tbk shows lower growth compared to the companies mentioned above, although it still shows growth. The Liquidity Ratio of PT Grahamas Citrawisata Tbk shows significant rise from 2009 to 2012 then declines at 2013. The reasons the ratio declines at 2013 being the cash the company hold is lower which affect the current assets thus lowering the ratio. Another company that shows lower growth rate is PT Hotel Mandarine Regency Tbk. Although in 2010 the company shows massive growth due to higher amount of current assets from IDR 5.884 billion to IDR 17.915 Billion. The performance from 2010 to 2013 was less satisfying. Even though the assets keep growing, the growth was offset by a high amount of liabilities.

Activity Ratio

Table 4. 2 CAGR of Inventory Turnover and Total Asset Turnover

Inventory Turnover						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	6.58	20.57	20.45	20.9	17.63	0.22
PT Grahamas Citrawisata Tbk	14.43	18.2	11.9	15.03	12.5	-0.03

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PT Hotel Mandarine Regency Tbk	20.17	45.37	54.04	52.45	72.04	0.29
PT Pembangunan Graha Lestari Indah Tbk	48.83	27.96	19.05	14.82	12.13	-0.24
PT Sahid Jaya International Tbk	25.84	0.42	0.51	0.52	0.52	-0.54

Total Asset Turnover						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.08	0.19	0.25	0.18	0.16	0.15
PT Grahama Citrawisata Tbk	1.07	1.23	1.07	1.04	1.00	-0.01
PT Hotel Mandarine Regency Tbk	0.15	0.18	0.24	0.14	0.22	0.09
PT Pembangunan Graha Lestari Indah Tbk	0.35	0.35	0.35	0.35	0.22	-0.09
PT Sahid Jaya International Tbk	0.16	0.20	0.13	0.14	0.14	-0.03

In inventory turnover, PT Bukit Uluwatu Villa Tbk and PT Hotel Mandarine Regency Tbk show positive growth while other companies show a downgrading measure. PT Hotel Mandarine Regency Tbk has the highest growth with increasing rate every year. The total asset turnover for PT Hotel Mandarine Regency Tbk shows overall growth although lower Than PT Bukit Uluwatu Villa Tbk.

PT Bukit Uluwatu Villa Tbk shows positive growth. At 2010 PT Bukit Uluwatu Villa Tbk shows massive growth in inventory turnover ratio due to an increased number of rooms which in return boost the amount of cost of goods sold. At 2010 to 2012 PT Bukit Uluwatu Villa Tbk inventory turnover ratio was stagnant without any significant changes, and at 2013 the ratio declines a little because of an increase in operational supplies added to inventories. The total asset turnover also declines after 2011 because of a large increase in assets due to the company's acquisition of land in North Sulawesi, Bali, and Manado for new property.

PT Grahama Citrawisata Tbk shows a negative growth albeit very small. At 2011 PT Grahama Citrawisata Tbk shows a negative growth. The increase in inventory is caused by the management insures the inventory, this mean a decrease in reserve for missing or broken inventory. Although growth of sales increases every year, it was offset by the growth of assets which result in small negative growth of total asset turnover.

PT Pembangunan Graha Lestari Indah Tbk also shows negative growth. The amount of inventory turnover declines every year due to increased amount of inventory every year from IDR 155 million to IDR 584 million over the course of 2009 to 2013. PT Pembangunan Graha Lestari Indah Tbk's total asset turnover was stagnant from 2009 to 2012 the decreases in 2013. The decrease was caused by an increase in total asset due to IDR 21.5 billion dolar of deposit in PT Bank Internasional Indonesia Tbk and Bank Tabungan Negara.

Another company which shows negative growth is PT Sahid Jaya International Tbk. From 2009 to 2010 PT Sahid Jaya International Tbk's inventory turnover rate decline significantly. The decline is caused by an addition of real estate inventories worth around IDR 100 billion. The massive increase in inventory significantly lowers the inventory turnover rate. The total asset turnover also shows negative number due to large amount of asset in the form of land.

Table 4. 3 CAGR of Average Collection Period and Payment Average Period

Average Collection Period						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	49.64	111.84	112.66	121.55	176.62	0.29
PT Grahamas Citrawisata Tbk	13.08	13.07	34.88	18.66	11.28	-0.03
PT Hotel Mandarine Regency Tbk	30.19	35.85	67.72	76.88	59.39	0.14
PT Pembangunan Graha Lestari Indah Tbk	47.66	53.88	136.94	39.17	18.84	-0.17
PT Sahid Jaya International Tbk	64.87	59.22	75.93	98.07	109.82	0.11

Average Payment Period						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	535.14	172.78	102.18	105.00	129.78	-0.25
PT Grahamas Citrawisata Tbk	180.77	67.13	152.45	80.81	61.86	-0.19
PT Hotel Mandarine Regency Tbk	68.73	50.79	26.27	17.39	18.99	-0.23
PT Pembangunan Graha Lestari Indah Tbk	38.82	54.04	42.29	40.06	23.32	-0.10
PT Sahid Jaya International Tbk	582.62	79.66	465.80	232.00	226.64	-0.17

In these two ratios negative growth is the better one, because it indicates shorter period which in return means better management of receivables. In average collection period PT Grahamas Citrawisata Tbk lead with the shortest average period, although PT Pembangunan Graha Lestari Indah Tbk has the most negative growth. The overall average payment period, all companies show negative growth with PT Bukit Uluwatu Villa Tbk shows the best performance.

PT Bukit Uluwatu Villa shows the worst growth of average collection period, with period significantly increased in 2010 and 2013 which are caused by the significantly increasing receivables caused by an increase in numbers of hotel room. Although the sales increase almost 4 times, the receivables increase significantly, almost 9 times in 2010 probably caused by the company just go publi. The same scenario was applied to 2013. The high average period combined with positive growth shows that PT Bukit Uluwatu Villa Tbk's ability to turn receivables into cash weakened over the year.

PT Hotel Mandarine Regency Tbk also shows positive growth which is undesirable. The average collection period shows massive boost at 2011 due to increased annual purchase caused by the increase of cost of goods sold due to the addition of allowance for impairment receivables. The average payment period shows steady negative growth from 2009 to 2013.

Average collection of PT Sahid Jaya International Tbk shows positive growth which is undesirable. This growth was caused by proportionally larger growth of receivables than growth of sales. The average payment period shows good negative growth over the year.

PT Grahamas Citrawisata Tbk shows good negative growth where the period was steadily decreased after fluctuation in 2011 which is caused by the large increase of receivables caused by the addition of other receivables to PT Surya Abadi Corporation, Pesantren Raudhatul Falah, ATS, CV Tarso, and PT Evirotama Karya Mandiri. The average payment period shows good and steady negative growth.

The same scenario can be applied to PT Pembangunan Graha Lestari Indah Tbk where the company experiences good negative growth after fluctuations in 2011 which is caused by loans needed to fund needed to help develop an ethanol factory and land acquisition for development of minihydro powered power plant. The average payment period shows good and steady negative growth.

Debt Ratios

Table 4. 4 CAGR of Total Debt Ratio and Times Interest Earned Ratio

Total Debt Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.63	0.48	0.40	0.37	0.44	-0.07
PT Grahamas Citrawisata Tbk	0.61	0.45	0.45	0.34	0.34	-0.11
PT Hotel Mandarine Regency Tbk	0.40	0.40	0.36	0.25	0.21	-0.13
PT Pembangunan Graha Lestari Indah Tbk	0.14	0.13	0.16	0.18	0.12	-0.03
PT Sahid Jaya International Tbk	0.53	0.50	0.26	0.29	0.36	-0.08

Times Interest Earned Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	-	-2.65	-3.04	-3.05	-3.06	0.04
PT Grahamas Citrawisata Tbk	127.80	-213.59	168.93	58.09	15.66	-1.66
PT Hotel Mandarine Regency Tbk	301.48	68.40	-42.21	-49.31	48.50	-1.69
PT Pembangunan Graha Lestari Indah Tbk	-2.25	-1.01	-1.03	-0.82	1.04	-1.86
PT Sahid Jaya International Tbk	-0.40	0.39	0.86	-2.11	-2.14	0.40

Every company has negative growth in total debt ratio, with PT Hotel Mandarine Regency Tbk being the best. PT Bukit Uluwatu Villa Tbk doesn't have interest expense at 2009. PT Bukit Uluwatu Villa Tbk steadily decreases its total debt ratio by increasing total equity from IDR 205 Billion to IDR 835 Billion. PT Bukit Uluwatu Villa Tbk also has positive growth of time interest earned ratio. Time interest earned ratio measures the ability of a company to cover ongoing borrowing cost.

PT Hotel Mandarine Regency Tbk shows the highest negative growth. This is due to the fact that at 2012 there is a raise in equity from IDR 113 billion to IDR 202 billion due to increased numbers of shares outstanding.

PT Hotel Sahid Jaya International Tbk shows the highest growth for times interest earned ratio which means PT Hotel Sahid Jaya International Tbk can cover ongoing borrowing cost well. This is due to the fact that PT Hotel Sahid Jaya International Tbk can achieve larger EBIT while maintaining lower interest ratio.

PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency Tbk, and PT Pembangunan Graha Lestari Indah Tbk failed to achieve positive growth for times interest earned ratio. PT Bukit Uluwatu Villa Tbk as the main company assessed in this paper still able to achieve better growth which means that the company's ability to cover its interest is getting better.

Profitability Ratios

Table 4. 5 CAGR of Profitability Ratios

Gross Profit Margin						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.62	0.72	0.76	0.76	0.75	0.04
PT Grahamas Citrawisata Tbk	0.75	0.74	0.74	0.73	0.67	-0.02
PT Hotel Mandarine Regency Tbk	0.32	0.45	0.46	0.34	0.42	0.05
PT Pembangunan Graha Lestari Indah Tbk	0.49	0.50	0.53	0.50	0.52	0.01
PT Sahid Jaya International Tbk	0.60	0.63	0.69	0.71	0.75	0.05

Operating Profit Margin						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.13	0.34	0.37	0.38	0.39	0.24
PT Grahamas Citrawisata Tbk	0.17	0.16	0.18	0.16	-0.03	-1.72
PT Hotel Mandarine Regency Tbk	-0.17	0.04	-0.03	-0.09	0.11	-1.92
PT Pembangunan Graha Lestari Indah Tbk	0.05	0.02	0.03	0.02	-0.02	-1.86
PT Sahid Jaya International Tbk	-0.10	0.04	0.07	0.09	0.09	-1.98

Net Profit Margin						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.10	0.25	0.25	0.25	0.27	0.22
PT Grahamas Citrawisata Tbk	0.11	0.10	0.11	0.13	-0.01	-1.65
PT Hotel Mandarine Regency Tbk	0.05	0.08	-0.02	-0.24	0.03	-0.11
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.01	0.02	0.02	-0.01	-1.93
PT Sahid Jaya International Tbk	0.09	0.14	0.06	0.07	0.07	-0.05

Return on Asset						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.01	0.05	0.06	0.05	0.04	0.39
PT Grahamas Citrawisata Tbk	0.12	0.13	0.12	0.14	-0.01	-1.64
PT Hotel Mandarine Regency Tbk	0.01	0.01	-0.01	-0.03	0.01	-0.04
PT Pembangunan Graha Lestari Indah Tbk	0.01	0.00	0.01	0.01	0.00	-1.84
PT Sahid Jaya International Tbk	0.01	0.03	0.01	0.01	0.01	-0.07

Return on Equity						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.02	0.14	0.19	0.18	0.21	0.56
PT Grahamas Citrawisata Tbk	0.04	0.04	0.05	0.06	-0.01	-1.67
PT Hotel Mandarine Regency Tbk	0.01	0.02	-0.01	0.04	0.01	-0.09
PT Pembangunan Graha Lestari Indah Tbk	0.01	0.00	0.01	0.01	0.00	-1.93
PT Sahid Jaya International Tbk	0.02	0.03	0.02	0.02	0.03	0.10

Earning Per Share						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	22959.74	14.30	18.92	18.40	20.89	-0.75
PT Grahamas Citrawisata Tbk	33.31	33.58	40.82	49.86	-4.52	-1.67
PT Hotel Mandarine Regency Tbk	1.11	2.20	-0.78	-4.04	0.70	-0.09
PT Pembangunan Graha Lestari Indah Tbk	0.65	0.29	0.70	0.52	-0.45	-1.93
PT Sahid Jaya International Tbk	8.19	16.01	8.93	11.35	13.02	0.10

With the exception of PT Bukit Uluwatu Villa Tbk, every other company represents a negative result in these ratios. Although annual sales of each company grew every year, for PT Grahama Citrawisata the profit doesn't increase. It is in fact decreasing proportionally each year. This is caused by the cost of goods sold increasing proportionally. For example, PT Grahama Citrawisata Tbk's revenue increase around 13% from 2009 to 2013 while the cost of goods sold increase more than 35%. This means even though the amount is still positive, it is marginally lower than the year before. The operating profit margin also gives negative results because at 2013, due to increased salaries, wages, and employee benefits the operating income hits negative value. This also applies to net profit margin.

PT Hotel Mandarine Regency Tbk also show negatives result. The cause is the same as PT Pembangunan Graha Lestari Indah which results in similar outcome. Even though the both able to achieve positive gross profit margin the result are cause of increased cost of goods sold which lower the profit which marginally bigger than the growth of the revenue.

For the ROA, PT Bukit Uluwatu Villa Tbk is the only one to achieve positive result. This is due to PT Bukit Uluwatu Villa Tbk able to achieve marginally large growth of net income. The condition of current asset of this company is increasing because of short-term investment. For the ROE, the income increase from IDR 4.6 Billion to IDR 64.6 billion because of the increase in sales of hotel and the addition of real estate sales which amount to IDR 51 billion. For the Earning per Share (EPS) PT Bukit Uluwatu Villa Tbk achieve negatives value because in 2010 the nominal value was changed from Rp 1.000.000,00 to Rp 1.00,00 per unit thus resulting in lower earnings per share.

Market Ratios

Table 4. 6 CAGR of P/E Ratio and M/B Ratio

Price Per Earning Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	43.55	6.99	5.29	5.43	4.79	-0.36
PT Grahama Citrawisata Tbk	24.01	23.82	19.60	16.04	177.12	-2.49
PT Hotel Mandarine Regency Tbk	90.01	45.46	127.62	-24.78	143.67	0.10
PT Pembangunan Graha Lestari Indah Tbk	153.56	349.68	143.66	191.97	222.66	-2.08
PT Sahid Jaya International Tbk	61.06	31.24	55.96	44.05	38.42	-0.09

Market Per Book Value Ratio						
	2009	2010	2011	2012	2013	CAGR
PT Bukit Uluwatu Villa Tbk	0.00	3.25	4.40	4.60	6.10	0.17
PT Grahama Citrawisata Tbk	1.00	1.08	1.08	1.08	1.08	0.01
PT Hotel Mandarine Regency Tbk	0.81	1.00	1.17	0.91	3.70	0.36
PT Pembangunan Graha Lestari Indah Tbk	0.95	0.56	0.47	1.10	1.50	0.10
PT Sahid Jaya International Tbk	0.79	2.05	0.80	0.71	0.67	-0.03

The highest growth in price per earnings ratio is PT Hotel Mandarine Regency Tbk. It is also the only one which shows positive result while the others show negative result. Although the ratio decline from 2009 to 2012, the positive result in PT Hotel Mandarine Regency Tbk is due to low earning per share in 2013 which boost the price per earnings ratio in 2013 thus gives an overall positive CAGR. PT Hotel Mandarine Regency Tbk also scores the highest growth in market per book value ratio due to high jump market price in 2013.

The company with the worst price per earnings ratio growth is PT Grahama Citrawisata Tbk. Although the company shows decreasing price per earnings ratio from 2009 to 2012, the ratio shows negative value in 2013. This is due to the company scores a negative net income which results in loss

earning per share in 2013. The market per book ratio of PT Grahamas Citrawisata Tbk only shows minimal changes thus doesn't hold significant growth.

Another company with bad price per earnings ratio growth is PT Pembangunan Graha Lestari Indah Tbk. The situation is similar with PT Grahamas Citrawisata Tbk, where the negative CAGR is caused by negative net income in 2013. The differences being the ratio from 2009 to 2012 are fluctuating rather than showing steady decline. Although the growth show negative value, PT Pembangunan Graha Lestari Indah Tbk has the highest average price per earnings ratio. The market to book ratio of PT Pembangunan Graha Lestari Indah shows a growth due to a large increase in market price from 2012.

PT Sahid Jaya International Tbk shows minimal negative growth for both ratios. The price per earnings ratio shows steady decline from 2009 to 2013 except at 2010 which show a significant fluctuation due to high company deferred-tax. While the market to book ratio of PT Sahid Jaya International Tbk show similar steady decline except at 2010 due to high market price.

PT Bukit Uluwatu Villa Tbk receives mixed result with negative growth for price per earnings ratio and positive growth for market to book ratio. Price per earnings ratio shows a steady decline until 2013. While market per book value ratio shows a steady increase from 2010 to 2013 due to high leverage from new company who just go public. The market per book ratio of PT Bukit Uluwatu Villa Tbk has the highest average, while the price per earnings ratio scores the lowest average.

DuPont System of Analysis

The first part of DuPont system of analysis will be ROA analysis using Net Profit Margin and Total Asset Turnover. Net profit margin measures the operating efficiency by dividing net profit to sales while total asset turnover measures the asset use efficiency by dividing sales to total assets. The analysis will be presented below.

Table 4. 7 ROA DuPont System of Analysis

2013			
	Net Profits / Sales	Sales / Total Assets	ROA
PT Bukit Uluwatu Villa Tbk	0.27	0.16	4.37%
PT Grahamas Citrawisata Tbk	-0.01	1.00	-1.29%
PT Hotel Mandarine Regency Tbk	0.03	0.22	0.61%
PT Pembangunan Graha Lestari Indah Tbk	-0.01	0.22	-0.32%
PT Sahid Jaya International Tbk	0.07	0.14	1.01%

2012			
	Net Profits / Sales	Sales / Total Assets	ROA
PT Bukit Uluwatu Villa Tbk	0.25	0.18	4.68%
PT Grahamas Citrawisata Tbk	0.13	1.04	13.95%
PT Hotel Mandarine Regency Tbk	-0.24	0.14	-3.38%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	0.56%
PT Sahid Jaya International Tbk	0.07	0.14	0.97%

2011			
	Net Profits / Sales	Sales / Total Assets	ROA
PT Bukit Uluwatu Villa Tbk	0.25	0.25	6.22%

PT Grahamas Citrawisata Tbk	0.11	1.07	12.24%
PT Hotel Mandarine Regency Tbk	-0.02	0.24	-0.54%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	0.78%
PT Sahid Jaya International Tbk	0.06	0.13	0.81%

2010			
	Net Profits / Sales	Sales / Total Assets	ROA
PT Bukit Uluwatu Villa Tbk	0.25	0.19	4.63%
PT Grahamas Citrawisata Tbk	0.10	1.23	12.82%
PT Hotel Mandarine Regency Tbk	0.08	0.18	1.43%
PT Pembangunan Graha Lestari Indah Tbk	0.01	0.35	0.33%
PT Sahid Jaya International Tbk	0.14	0.20	2.89%

2009			
	Net Profits / Sales	Sales / Total Assets	ROA
PT Bukit Uluwatu Villa Tbk	0.10	0.08	0.83%
PT Grahamas Citrawisata Tbk	0.11	1.07	11.74%
PT Hotel Mandarine Regency Tbk	0.05	0.15	0.73%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	0.75%
PT Sahid Jaya International Tbk	0.09	0.16	1.48%

In 2009, PT Grahamas Citrawisata Tbk had the highest ROA at 11.74% followed by PT Sahid Jaya International Tbk at 1.48% then PT Bukit Uluwatu Villa Tbk at 0.83%. The last positions are held by PT Pembangunan Graha Lestari Indah Tbk and PT Hotel Mandarine Regency Tbk at 0.75% and 0.73% respectively.

In 2010 PT Bukit Uluwatu Villa Tbk improved to second position with an increase to 4.63% while PT Hotel Mandarine Regency Tbk and PT Pembangunan Graha Lestari Indah switch position with 1.43% and 0.33%.

In 2011 PT Hotel Mandarine Regency Tbk moves to last position again with a negative ROA of -0.54%. PT Bukit Uluwatu Indah Tbk gains an increase in ROA to 6.22%. In 2012 the condition of PT Hotel Mandarin Regency worsens to -3.38% while PT Bukit Uluwatu Indah return to 4.3% positions. In 2013 PT Bukit Uluwatu Indah Tbk raises to first place due to PT Grahamas Citrawisata value reach negatives at -1.29%. PT Pembangunan Graha Lestari Indah Tbk also reaches negative value of -0.32%. PT Hotel Mandarine Regency reaches positive value again.

Out of 5 companies in the above, 2 companies reach a negative result in 2013, PT Grahamas Citrawisata Tbk and PT Pembangunan Graha Indah Lestari Tbk. PT Bukit Uluwatu Villa Tbk shows constant ROA since 2010. PT Grahamas Citrawisata Tbk gives constant ROA until 2012. At 2013 due to the increase in salaries, wages, and employee welfare the net income reach negative number. After calculating the ROA, the next step in DuPont system of analysis is ROE. Similar with calculating ROA, net profit margin and total asset turnover is also used with the addition of financial leverage multiplier (FLM). Financial leverage multiplier can be measured by dividing asset with total equity or common stock equity.

Table 4. 8 ROE DuPont System of Analysis

2013				
	Net	Sales /	Total Assets	ROE

	Profits / Sales	Total Assets	/ Total Equity	
PT Bukit Uluwatu Villa Tbk	0.27	0.16	1.77	7.74%
PT Grahamas Citrawisata Tbk	-0.01	1.00	1.52	-1.97%
PT Hotel Mandarine Regency Tbk	0.03	0.22	1.26	0.76%
PT Pembangunan Graha Lestari Indah Tbk	-0.01	0.22	1.14	-0.37%
PT Sahid Jaya International Tbk	0.07	0.14	1.55	1.57%

2012				
	Net Profits / Sales	Sales / Total Assets	Total Assets / Total Equity	ROE
PT Bukit Uluwatu Villa Tbk	0.25	0.18	1.60	7.46%
PT Grahamas Citrawisata Tbk	0.13	1.04	1.52	21.23%
PT Hotel Mandarine Regency Tbk	-0.24	0.14	1.32	-4.47%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	1.22	0.68%
PT Sahid Jaya International Tbk	0.07	0.14	1.41	1.38%

2011				
	Net Profits / Sales	Sales / Total Assets	Total Assets / Total Equity	ROE
PT Bukit Uluwatu Villa Tbk	0.25	0.25	1.68	10.45%
PT Grahamas Citrawisata Tbk	0.11	1.07	1.80	22.06%
PT Hotel Mandarine Regency Tbk	-0.02	0.24	1.55	-0.84%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	1.18	0.92%
PT Sahid Jaya International Tbk	0.06	0.13	1.36	1.10%

2010				
	Net Profits / Sales	Sales / Total Assets	Total Assets / Total Equity	ROE
PT Bukit Uluwatu Villa Tbk	0.25	0.19	1.92	8.88%
PT Grahamas Citrawisata Tbk	0.10	1.23	1.82	23.29%
PT Hotel Mandarine Regency Tbk	0.08	0.18	1.66	2.37%
PT Pembangunan Graha Lestari Indah Tbk	0.01	0.35	1.14	0.38%
PT Sahid Jaya International Tbk	0.14	0.20	1.99	5.75%

2009				
	Net Profits / Sales	Sales / Total Assets	Total Assets / Total Equity	ROE
PT Bukit Uluwatu Villa Tbk	0.10	0.08	2.68	2.23%
PT Grahamas Citrawisata Tbk	0.11	1.07	2.57	30.12%
PT Hotel Mandarine Regency Tbk	0.05	0.15	1.67	1.23%
PT Pembangunan Graha Lestari Indah Tbk	0.02	0.35	1.17	0.87%

PT Sahid Jaya International Tbk	0.09	0.16	2.11	3.13%
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There are some changes in numbers happen although the rank doesn't change. The companies with negative result are still the same. PT Grahamas Citrawisata Tbk has high ROA and ROE during 2009 to 2012, this is due to their high total asset turnover. Although quite small in 2009, PT Bukit Uluwatu Villa Tbk has high ROA and ROE too until 2013. Generally PT Bukit Uluwatu Villa Tbk has quite high amount of financial leverage multiplier. It is due to the IPO occurred at 2010. They still have high amount of leverage and in 2012 they acquire some land and started to develop several new properties which boost their total asset further.

PT Hotel Mandarine Regency Tbk shows negative results in 2011 and 2012, and PT Grahamas Citrawisata Tbk and PT Pembangunan Graha Lestari Indah Tbk shows negative result in 2013. These negative results happen as a result of negative value of net profit. From the calculation above, it can be seen that PT Bukit Uluwatu Villa Tbk has quite high financial leverage multiplier being the highest in 2009, 2012, and 2013 and second highest in 2010 and 2011. High amount of financial leverage multiplier can help increase the ROE of a company, but it also indicates that the company owned an excessive debt load. A decrease in FLM can be seen as a sign that a company is trying to lessen its dependency in financing the assets using debt.

From the DuPont analysis above it can be concluded that although PT Bukit Uluwatu Villa Tbk doesn't always have the highest ROA and ROE compared to other hospitality company, it is the most consistent during the past 4 years.

Conclusion & Recommendation

Conclusion

Financial Statement Analysis is a tool used to analyze a company's financial condition and performance, and to compare it to other companies in the same industry. This final project will assess PT Bukit Uluwatu Villa Tbk as the main subject with four other hospitality companies in Indonesia which is PT Grahamas Citrawisata Tbk, PT Hotel Mandarine Regency Tbk, PT Pembangunan Graha Lestari Indah Tbk, and PT Sahid Jaya International Tbk.

Based on the analysis of Compound Annual Growth Rate (CAGR) of the financial ratio, PT Bukit Uluwatu Villa Tbk shows a generally favorable result with a few weaknesses. Following are the financial ratio analysis of PT Bukit Uluwatu Villa Tbk compared to other hospitality companies.

The liquidity ratios of PT Bukit Uluwatu Villa Tbk are the best among all. It has the highest CAGR.

The inventory turnover for PT Bukit Uluwatu Villa Tbk was average, although at the moment it has the second highest CAGR. The total asset turnover was also average, but with the highest CAGR out of all.

The average collection periods of PT Bukit Uluwatu Villa Tbk are the worst with average of 114.5 days. It also has the worst growth among others. The payment period on the other hand have the best growth with average numbers. PT Bukit Uluwatu Villa Tbk shows steady decline in debt ratio which is also average between other companies. The Profitability ratio of PT Bukit Uluwatu Villa Tbk is the best among other companies. It is the only company to achieve positive growth in gross, operating, and net profit margin. It's also the only one to achieve positive result in ROA and achieve the best result in ROE.

The Market ratios growth of PT Bukit Uluwatu Villa Tbk is average. Although the growth results in negative, the price per earnings ratio average is the lowest. While the market to book ratio growth scores a positive, the average ratio is the highest.

For the DuPont System, the result of the Return on Assets analysis shows that PT Bukit Uluwatu Villa Tbk is ranked seconds in overall result, but it shows the most constant growth between the five

companies. This shows that assets are used effectively by PT Bukit Uluwatu Villa Tbk, although not the most effective but the constant score shows that PT Bukit Uluwatu Villa holds less risk compared to other companies.

The Return on Equity analysis result shows that PT Bukit Uluwatu Villa Tbk scores the third position in 2009, then the second position in 2010 to 2012, and finally reached the first position in 2013. This means that PT Bukit Uluwatu Villa Tbk shows promising growth each year. Although the average return of PT Bukit Uluwatu Villa Tbk is not the highest, it is the most constant with less fluctuation compared to other companies. This constant growth means that PT Bukit Uluwatu Villa Tbk gives profitable returns to investors while holding less risk compared to other hospitality companies.

Recommendation

The worst result is of Average Collection Period, this is due to most customers pay with credit card which results in high numbers of liabilities of the company. This is difficult to change in hospitality industries particularly in hotel or resorts because hotels generally encouraged customers to pay in credit to make transactions made in the hotel easier.

The result of the Ratio analysis and DuPont analysis of the PT Bukit Uluwatu Villa Tbk can be improved by increasing the price of goods sold in the hotel or by increasing the number of capacity of the hotel to cope with the growing demand. By increasing the price, the company will yield more profit while keeping the cost the same. By increasing profit, the profit margin of the company will improve. Higher profit ratio also means that the ROA and ROE result of DuPont analysis will improve thus achieving better condition to reassure stockholders and investors to do an investment in the company. The increase in demand is shown by the numbers of tourist in Indonesia which keep growing every year by a factor of 5%, this also include foreign tourist which is the main source of income in Bali.

For future research, the author suggests to use another method beside the financial aspect, such as looking from operation aspect of the asset management, whether the companies has idle asset or not, how are their employees performance which may impact the company's performance, and from aspect of corporate governance. The author also suggests including international companies in this research. This way it is possible to compare the performance of local companies with international companies.

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