THE EFFECTS OF ASSET INTENSITY, EMPLOYEE INTENSITY & EQUITY INTENSITY TO COST STICKINESS

YULITA TRIADIARTI
Universitas Negeri Medan
yulita@unimed.ac.id

AKMAL HUDA NASUTION
Universitas Negeri Medan
akmalhudanst@unimed.ac.id

ABSTRACT

This study aims to find an indication of the behavior of cost stickiness on manufacturing companies in Indonesia period 2013 -2016. Cost stickiness indicated by their response to changes in the cost. Can be seen during the sales decline, the amount of change in cost is not proportional to the change in sales. It is influenced by factors - factors of adjustment cost theory, where there is a manager's role in cost control to enable companies to meet profit targets. The sample used in this study as many as 143 samples from the manufacturing companies listed in Indonesia Stock Exchange (BEI) in the period from 2013 to 2015, were selected through purposive sampling method. Based on the specified criteria selected 116 samples that meet the test criteria. The data used is secondary data obtained from the financial statements of companies listed on the Stock Exchange. Hypothesis testing using a model ABJ which is a modification of linear regression models were introduced by Anderson, Balakhrisman, Janakiraman (2003). The results showed that the manufacturing company in Indonesia indicated experiencing cost stickiness, with the coefficient of -0.442 and asset intensity variables affecting the level of cost stickiness, with a coefficient of -0.038 while the employee variable intensity and intensity equity does not affect the cost stickiness, as it has a coefficient> 0

Keywords: Cost stickiness, Asset Intensity, Intensity Employee, Equity Intensity.