

TINJAUAN KEBERHASILAN KERJASAMA ANTARA PT. BLUE BIRD TBK DENGAN GO-JEK MELALUI PERBANDINGAN KINERJA KEUANGAN

Ditulis Oleh :
Intan Fitria Kusnadi

Pembimbing :
Gatot Iwan Kurniawan, SE., MBA.

ABSTRAK

Kehadiran taksi *online* berdampak negatif terhadap bisnis taksi konvensional. PT. Blue Bird Tbk sudah menguasai pasar dengan menggandeng Go-Jek untuk menjalin kerjasama melalui layanan Go-Blue Bird yang merupakan terobosan baru di tengah persaingan transportasi konvensional dan *online* yang kian ketat. Penelitian ini bertujuan untuk mengetahui bagaimana kinerja keuangan PT. Blue Bird Tbk sebelum dan sesudah kerjasama dengan Go-Jek. Metode penelitian yang digunakan adalah deskriptif komparatif dengan menggunakan rasio-rasio keuangan diantaranya, *Current Ratio (CR)*, *Net Profit Margin (NPM)*, *Total Assets Turnover (TATO)*, dan *Debt to Equity Ratio (DER)*. Populasi yang digunakan yaitu laporan keuangan sebelum dan sesudah PT. Blue Bird Tbk bekerjasama dengan Go-Jek yaitu periode 2015-2018. Pengujian ini dilakukan dengan menggunakan uji *Wilcoxon Signed Ranks Test*. Hasil dari penelitian menunjukkan bahwa adanya perbedaan yang signifikan dalam perbandingan pada *Current Ratio (CR)*, *Net Profit Margin (NPM)*, *Total Assets Turnover (TATO)*, dan *Debt to Equity Ratio (DER)* sebelum dan sesudah kerjasama.

Kata Kunci: Rasio Keuangan, Kinerja Keuangan, *Wilcoxon Signed Ranks Test*

**REVIEW OF SUCCESSFUL COOPERATION BETWEEN PT. BLUE BIRD TBK WITH
GO-JEK THROUGH COMPARISON OF FINANCIAL PERFORMANCE**

Written by :
Intan Fitria Kusnadi

Preceptor :
Gatot Iwan Kurniawan, SE., MBA.

ABSTRACT

The presence of online taxis negatively impacts conventional taxi businesses. PT. Blue Bird TBK has mastered the market by partnering Go-Jek to establish cooperation through the Go-Blue Bird service which is a new breakthrough amid the increasingly conventional and online transportation competition. This research aims to determine how the financial performance of PT. Blue Bird TBK before and after the cooperation with Go-Jek. The research methods used are comparative descriptive using financial ratios including the Current ratio (CR), Net Profit Margin (NPM), Total Assets Turnover (TATO), and Debt to EQUITY Ratio (DER). The population used is the financial statement before and after PT. Blue Bird TBK in cooperation with Go-Jek, the period is 2015-2018. This test was conducted using the Wilcoxon Signed Ranks test. The results of the study showed that there were significant differences in the comparison of Current Ratio (CR), Net Profit Margin (NPM), Total Assets Turnover (TATO), and Debt to EQUITY Ratio (DER) before and after the cooperation.

Keywords: Financial Ratios, Financial Performance, Wilcoxon Signed Ranks Test