

ABSTRACT

Technological advances encourage all business sectors in Indonesia to continue to innovate, one of them is the retail business sector. The emergence of start up business based on information technology can be a threat to conventional retail companies such as PT. Mitra Adiperkasa, Tbk or commonly referred to as disruption. It becomes the trigger for the company to develop its business sector as did PT. Mitra Adiperkasa, Tbk is expanding into the online sales sector. The information technology that the company uses is e-commerce. The company launched its online sales site called MAP EMALL at the beginning of 2016 and in the middle of the same year the company has been getting positive benefits from the application of information technology is the occurrence of increased profits. This study aims to determine how significant the difference in profitability caused by the application of information technology.

Based on the increase in profit, this study is associated with the company's profitability ratios which among them are NPM, ROI, and ROE. The data used in this study is the financial statements from 2014 to 2017. The period of March 2016 is defined as a period of separation limit because in that period the company began to apply information technology. Testing data conducted in this study is a comparative hypothesis test.

The results showed that there was an increase in profitability after the application of information technology seen from three aspects, namely NPM, ROI, and ROE. Companies get positive benefits from the application of information technology. However, seen from the results of different test differences in profitability before and after the application of information technology is considered less significant.

Key Words : Information Technology; Profitability Ratios; Comparative Hypothesis Test.