

ABSTRACT

The dynamics of people's behavior in shopping are changing and increasingly diverse. Advances in technology encourage each business sector to innovate and adapt to changing needs very quickly. The world of buying and selling online or e-Commerce has greatly changed the landscape of the offline retail business. Gradually, many of the retail companies turned to e-Commerce. Kawan Lama Retail Group that houses Ace Hardware, Informa, and Toys Kingdom retail, of the three companies, one of the large companies which is a pioneer and the most complete home and lifestyle equipment center, namely PT. ACE Hardware Indonesia (AHI) continues to innovate and increase the number of sales by provide the customer's need. This study is to determine how significant the difference in profitability is caused by the application of e-Commerce.

Based on the increase in profits, this research is associated with the company's profitability ratios including NPM, ROE, and ROA. The data used in this study are the financial statements 2012 (quarter 4) until 2019 (quarter 3), because in April 2016 the company began to implement e-Commerce. Data testing conducted in this study is a comparative hypothesis test.

Keywords: e-Commerce; Profitability Ratio; Comparative Hypothesis Test.