

**IMPLEMENTASI PRINSIP-PRINSIP *GOOD
CORPORATE GOVERNANCE* TERHADAP
KINERJA PERUSAHAAN (STUDI PADA PT.
JBA INDONESIA CABANG TIPAR CAKUNG
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Indrayan Prananta

STIE INDONESIA

Jl. Kayu Jati Raya No. 11A, Rawamangun, Jakarta Timur. 13320

Indrayan_prananta@yahoo.com

Abstract - This research aims to test whether the effect of the *Principles of Good Corporate Governance* is applied and their role to improve the performance of PT. JBA Tipar Cakung Branch. Methods of data using interview techniques, observation, and documentation. After obtaining the data, the data were analyzed using the *Likert Scale* method. The principles are *Transparency, Accountability, Responsibility, Independency, and Fairness*. As for the company's performance based on data obtained from the *Sold Rate Report* of units sold. Then result of the research that PT. JBA Tipar Cakung Branch. Corporate Governance, where *Transparency* has gained a value of 80%, *Accountability* by 80%, *Responsibility* by 80%, *Independency* 60% and *Fairness* by 60%. Meanwhile the implementation of the principles of Good Corporate Governance on performance at PT. JBA Tipar Cakung Branch can be seen from the *Sold Rate* aspect of the auction unit sales. This indicates that the implementation of the *principles of Good Corporate Governance and the performance* at PT. JBA Tipar Cakung Branch has been implemented effectively..

Keywords: *Good Corporate Governance, Company Performance.*

I. Introduction

In assessing company performance, investors tend to refer to financial reports. Measures achieved in company performance appraisals vary widely and vary from one industry to another. We can see this based on the company's main activities such as production, finance and marketing.

A company with a good performance will ensure the survival of the company, so that it will get the trust of the public and investors are comfortable

IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN

investing their capital in the company. The community as consumers will feel comfortable using the services or goods produced by the company. The company's financial performance can also show the weaknesses and weaknesses of a company which can be used as a basis for evaluation for improvement. Assessment of company performance can be measured by analysis and evaluation of financial statements. Financial information and past financial performance are used as the basis for predicting future performance and performance.

The implementation of good corporate governance is a significant effort to escape from the economic crisis that has hit Indonesia. The roles and institutions of investors and creditors in implementing the principles of good corporate governance are one of the factors in decision making in a company. The application of the principles of good corporate governance is a server for companies to continue to compete in today's global competition. And in fact this principle gives an impression of the performance of a company.

In the company's life cycle, PT. JBA Indonesia is still in the "Introduction" stage towards "Growth", and the company is still quite young in the market industry. The possibility of Multitask, multiple structures, and mistakes in building, corporate culture and governance which are still in the "Introduction" stage is definitely there. Due to the fact that companies that are still in the "Introduction" stage must still have weaknesses in corporate governance. And it is hoped that this research can be useful for users in the company PT. JBA Indonesia, be it investors, directors and company employees. Moreover, the implementation of the principles of good corporate governance is highly required to maintain the company's credibility.

II. Theoretical Basis

1. Definition *Good Corporate Governance*

According to the Indonesian Corporate Governance Forum (FCGI), the definition of Good Corporate Governance is "a set of rules governing the

IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN

relationship between shareholders, company management, creditors, government employees and other internal and external stakeholders relating to rights and their obligations or in other words a system that controls the company ”. The aim of Good Corporate Governance is to create added value for all interested parties (stakeholders).

2. Principle *Good Corporate Governance*

a) Transparency

Transparency can be defined as the openness of information, both in the decision-making process and in disclosing material and relevant information about the company's activities. The existence of transparency in the principles of GCG provides benefits that can be learned from the application of these principles.

b) Accountability

Accountability is the clarity of functions, structure, systems and responsibilities of the company's organs (Directors, Board of Commissioners, GMS) so that the management of the company is carried out effectively. Accountability is implemented effectively, so there is clarity of functions, rights, obligations, authorities and responsibilities between the GMS, the Board of Commissioners, and the Board of Directors. With this clarity, the company will avoid agency problems.

c) Responsibility

Corporate responsibility is conformity (compliance) in the management of the company with the principles of a healthy corporation and applicable laws and regulations. The regulations that apply here include those relating to tax issues, industrial relations, environmental protection, occupational health / safety, wage standards, and fair competition.

d) Independency

Independence is an important principle in implementing GCG in Indonesia. Independence or independence is a condition where the company is managed in a professional manner without conflict of interest and influence / pressure from any party that is not in accordance with applicable laws and regulations and sound corporate principles.

e) Fairness

In simple terms, equality and fairness can be defined as fair and equal treatment in fulfilling stakeholder rights arising from agreements and laws in force. Fairness also includes the clarity of the rights of investors, a legal system, and enforcement of regulations to protect the rights of investors, especially minority shareholders, from various forms of fraud. Fairness is expected to provide protection to companies against harmful corporate practices. Thus fairness becomes the soul to monitor and ensure fair treatment among various interests in the company.

3. Definition of Performance

Company performance is the company's ability to manage and allocate its resources in order to achieve goals (Rachmad, 2012) in (E-Journal I Wayan Hendra, 2014). Hastuti (2005) in Resturiyani (2012) explains that company performance is the result of many individual decisions made continuously by management, therefore, to assess company performance must involve an analysis of the cumulative financial and economic impacts of decisions made and considered with using a comparative measure.

**IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE
TERHADAP KINERJA PERUSAHAAN**

III. Research Method

The research location chosen by the researcher to obtain data related to research is PT. JBA Tipar Cakung Branch. This type of research is a type of qualitative research. The population or sample in the study is one of the employees who is responsible for the implementation of transparency, accountability, responsibility, independence and equality of the company. To measure the realization of the principles of good corporate governance, the researcher will use the Likert scale method. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group about an event or a social symptom, Sugiyono, (2010).

$$\text{GCG Applied} = \frac{\sum \text{Total score}}{\sum \text{Max score}} \times 100\%$$

The criteria for evaluating the results related to "Embodiment of Good Corporate Governance" are as follows :

Percentage Good Corporate Governance

Percentage	Criteria
0% - 25%	GCG Not Applied
26% - 50%	GCG Hasn't Applied
51% - 75%	GCG Quite Applied
76% - 100%	GCG Very Applied

Effectiveness is a measure of the success or failure of achieving the goals of an organization to achieve its goals, Mardiasmo (2009) in the Journal of H. Wokas (2014). Measurement of effectiveness will be carried out based on the Achievement level of vehicle unit sales in 2019. The level of effectiveness will be measured by comparing the realization of unit sold with target sold. Effectiveness

**IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE
TERHADAP KINERJA PERUSAHAAN**

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Realization Sold Car

$$\text{Effectiveness} = \frac{\text{Realization Sold Car}}{\text{Target Sold Car}} \times 100\%$$

Target Sold Car

IV. The Result of Research

The calculation of the percentage of the **Likert scale** method will be used for each component of the Principles of Good Corporate Governance. So that with the results of these calculations, conclusions will be drawn about the implementation of each of these components. This calculation is based on a scoring questionnaire given to the informants, so that the subjective assessment can be converted into absolute numbers.

The following is the recapitulation of the percentage calculation for the components of the principles of good corporate governance :

Percentage of GCG

No Tabel	Component	Percentage	Criteria
1	Transparency	80%	Very Applied
2	Accountability	80%	Very Applied
3	Responsibility	80%	Very Applied
4	Independency	60%	Quite Applied
5	Fairness	60%	Quite Applied

**IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE
TERHADAP KINERJA PERUSAHAAN**

Effectiveness Test

The effectiveness of the implementation of the principles of Good Corporate Governance at PT. JBA Indonesia, Tipar Cakung Branch, the researchers will present in the attachments that the researchers have prepared. This attachment is the result of data collection techniques using interviews, observations, and documentation.

The implementation of the principles of good corporate governance that has been carried out by PT. JBA Indonesia, Tipar Cakung Branch, has also produced positive results for the company's performance. One of them is the achievement of the annual Sold unit target that has been set by the company. The following is the 2019 report that researchers received from the Branch Head of PT. JBA Tipar Cakung :

ACHIEVEMENT MOBIL 2019 (CENTRAL REGION)				
Wilayah	Offer	Sold	Target Sold	Ach (%)
JKT Meruya	21075	8233	8320	99%
JKT Tipar	12213	4701	4885	96%
Pontianak	1580	589	315	187%
Total	34868	13523	13520	

Source : Annual Report from Sales Department

PT. JBA Indonesia Annual Report 2019

4701 unit

Effectiveness (Achievment) = _____ x 100%

4885 unit

Effectiveness (Achievment) = 96%

From the report, it was explained that, Achievement in 2019 for PT. JBA Tipar Cakung Branch in the Central Region (Central Region) is 96%. From these

IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN

results it can be concluded that the application of the principles of good corporate governance such as transparency, accountability, responsibility, independence, and fairness has been effective and has an effect on company performance, marked by an increase in achievement.

V. Conclusions and Suggestions

Based on the results of research conducted using interview, observation, and documentation approaches, researchers draw conclusions :

1. Application of the principles of good corporate governance at PT. JBA Tipar Cakung Branch has been implemented Effectively. Here the researchers attach the embodiment results for each component

A. Transparency

On the results of the calculation of the principles of transparency (transparency) PT. JBA Tipar Cakung Branch, the percentage reaches 80%. In this figure, it can be categorized into Highly Materialized criteria. From the results of the interviews it can also be concluded that transparency is running effectively, supported by the system that has been developed and implemented

B. Accountability

In the calculation of the principle of accountability (accountability) PT. JBA Tipar Cakung Branch, the percentage reaches 80%. In this figure, it can be categorized into Highly Materialized criteria. From the results of the interviews it can also be concluded that all recording and monitoring functions can also be seen through the CDMS system. So it can be interpreted that this system supports all the needs of the company.

C. Responsibility

On the results of the calculation of the principle of responsibility (responsibility) PT. JBA Tipar Cakung Branch, the percentage reaches 80%. In this figure, it can be categorized into Highly Materialized criteria. From the results of the interview, it can also be concluded that controlling can be done easily using CDMS, and of course the role of each Coordinator is also needed to avoid things that are not desirable.

D. Independency

In the calculation of the principle of independency (independence) PT. JBA Tipar Cakung Branch, the percentage reaches 60%. In this figure, it can be categorized into the criteria Self-manifested. From the results of the interview it can also be concluded that PT. JBA Tipar Cakung Branch also still involves the role of the head office in making decisions. However, in the development and progress towards a better direction, of course only this branch determines it.

E. Fairness

On the results of the calculation of the principle of fairness (fairness) PT. JBA Tipar Cakung Branch, the percentage reaches 60%. In this figure, it can be categorized into the criteria Self-manifested. From the results of the interviews it can also be concluded that there is still an evaluation to provide fair rights for employees, especially in terms of rights and obligations or rewards and punishments.

2. The application of the principles of good corporate governance can improve company performance effectively. This can be seen based on the results of the interview accompanied by the calculation of the score to the percentage, observation by finding a system that can support the work of employees, and documentation of observations and interviews that have been conducted. Then, this was also supported by the 2018 and 2019 report data that researchers received from the Branch Head of PT. JBA Tipar Cakung.

5.2 Suggestions

Based on the result of the above conclusions, the researcher will provide suggestions as input and evaluation material that might be useful for PT. JBA Cabang Tipar Cakung :

1. The use of system that can support all work is really needed. However it would be better if the system had a manual based backup system. Its function is to anticipate if the main system does not work well..
2. The department IT needs to be created.
3. As well as the need to create **Customer Care**, for every customer consultation.

IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN

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IMPLEMENTASI PRINSIP-PRINSIP GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN

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