

FINANCIAL PERFORMANCE EVALUATION OF PT FAST FOOD INDONESIA TBK THROUGH FINANCIAL REPORT ANALYSIS (2020-2024)

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Abstract

In an increasingly competitive business landscape, financial performance serves as a key indicator of a company's success in managing its resources. This study evaluates the financial performance of PT Fast Food Indonesia Tbk (owner of the KFC Indonesia brand) using profitability ratios Return on Assets (ROA), Return on Equity (ROE), and Return on Investment (ROI) over the period 2020–2024. The topic was chosen to assess post-pandemic resilience and highlight KFC's significance as a major player in Indonesia's food industry. A qualitative descriptive methodology was employed, analyzing secondary data sourced from official financial reports. The results indicate that 2022 was the weakest year: ROA stood at 2.03%, ROE at 7.30%, and ROI at 22.68%, largely due to the prolonged impacts of COVID-19. However, a steady recovery followed, with 2024 showing marked improvements: ROA rose to 22.62%, ROE surged to 624.94%, and ROI reached 271.86%, reflecting increased efficiency in asset, equity, and investment management. The study concludes that PT Fast Food Indonesia Tbk has successfully navigated the challenges of the pandemic, achieving significant performance improvements that signal positive prospects and offer vital insights for stakeholder decision-making.

Keywords: Probability ratio, ROA, ROE, ROI, financial statements of PT Fast Food Indonesia Tbk .

INTRODUCTION

In an increasingly competitive business world , a company 's ability to manage and evaluate its performance is a key factor in maintaining business sustainability . One important element in evaluating company performance is through financial reports . Financial reports not only show the company's financial condition but also illustrate how effectively management manages available resources . A company 's success in achieving profits and maintaining business continuity is greatly influenced by how management manages financial performance . Therefore , financial performance plays a crucial role in business competition to ensure business continuity (Laily Ramadhani , 2025) .

Financial performance evaluation plays a crucial role in assessing a company's ability to optimally manage and utilize its resources . (Harahap, 2015) states that this evaluation is conducted through an analysis of financial statements to identify the company's financial strengths and weaknesses . Meanwhile , according to (Kasmir, 2019) , financial statement analysis is a systematic step to assess a company's financial condition through available financial data , which aims to provide a basis for decision- making and assess the company's performance .

PT Fast Food Indonesia Tbk is a company operating in the fast food sector and is widely known through its trademark , KFC. As a public company , PT Fast Food Indonesia Tbk is required to

submit periodic financial reports . Through financial reports , stakeholders can assess the company 's performance from various aspects , including profitability , efficiency , and financial health .

This study evaluates financial performance (Tbk., 2021) using profitability ratio analysis , specifically Return on Equity (ROE), Return on Assets (ROA), and Return on Investment (ROI). These three ratios are used to assess how effectively a company generates profits from its managed equity , assets , and investments . The time span studied is 2020 to 2023, encompassing the crucial period during and after the COVID-19 pandemic , during which the food and beverage industry faced a number of challenges and had to make various adjustments .

Through this evaluation , it is hoped that an objective picture can be obtained regarding the financial condition and performance of PT Fast Food Indonesia Tbk , and can be used as a consideration for investors, management , and other interested parties in making the right economic decisions .

Account	2024 (Rp)	2023 (Rp)	2022 (Rp)	2021 (Rp)
Net profit	798.247.109	418,212,411	77,447,669	300,609,572
Asset	3,529,220,278	3,910,544,291	3,822,405,039	3,556,990,445
Investment	293,618,610	712,019,441	341,394,707	273,879,671
Equity	127,731,594	723,877,476	1,061,022,744	919.189.352

Table 1 Financial data (Tbk., 2021)

THEORITICAL REVIEW

Financial performance is an important indicator in assessing how well a company manages its finances to generate profits and increase shareholder value . According to Financial Accounting Standards , the objective of financial statements is to convey information about a company's financial condition and cash flow that is useful to investors in making investment decisions .

(Yulia, 2022) Financial reports represent management's accountability for the management of an entity entrusted to external stakeholders such as the government, investors, and creditors. The information presented in these reports is crucial for both internal and external stakeholders, as it reflects a general overview of the company's financial condition, performance, and governance.

Financial performance can be evaluated using profitability ratios, such as ROI, ROE, and ROE. These three ratios illustrate how effectively a company generates profits from the use of its assets, capital, and investments.

Profitability Ratio

A profitability ratio is an analytical tool used to measure a company's ability to generate profits . This ratio compares various elements contained in the financial position statement and the income statement. The use of profitability ratios depends on management policies . According to Kasmir (2019) , this ratio is useful for evaluating the efficiency and effectiveness of company management in achieving profits . This study refers to three types of profitability ratios :

A. Return on Assets (ROA)

ROA serves to assess a company's ability to maximize its assets to generate profit . This ratio shows how productively assets are used in the company's operations .

Return on Asset Formula :

$$ROA = \frac{\text{Laba bersih}}{\text{Total Aset}} \times 100\%$$

(Sartono, 2016) states that the greater the ROA value , the more efficient the company is in managing its assets to obtain profits.

B. Return on Equity (ROE)

ROE illustrates how well a company uses its equity to generate revenue. This ratio is used to measure the return on capital invested by shareholders.

ROE formula :

$$ROE = \frac{\text{Laba bersih}}{\text{Total ekuitas}} \times 100\%$$

(Brigham & Houston, 2014) stated that a high ROE level in a company is able to provide good results to capital owners .

C. Return on Investment (ROI)

ROI is a ratio that measures the net profit generated from all funds invested in assets . This ratio provides information about the efficiency of a company 's investment use .

ROI formula :

$$ROI = \frac{\text{Net rofit}}{\text{Total Invenstation}} \times 100\%$$

(Munawir, 2010) explains that a high ROI indicates that investment funds have been used efficiently and have generated maximum profits for the company.

Profitability ratio is a key indicator in evaluating financial performance that not only measures profit , but also operational efficiency and the financial health of the company .

RESEARCH METHODS

This research was conducted using a qualitative approach with secondary data . The data used was obtained through documentation methods , namely by accessing PT Fast Food's financial reports from appropriate official references. The analysis technique used was descriptive qualitative, with the aim of explaining and evaluating PT Fast Food Tbk's financial performance based on the data obtained.

RESULTS AND DISCUSSION

In analyzing profitability ratios, there are several measurement standards used to assess the effectiveness of a company's financial statements. (Miftahuddin & Mahardika, 2019) stated that profitability is a fundamental indicator of company performance that reflects the efficiency and effectiveness of operations in generating profits. This ratio represents management's performance in managing the company's resources. Below are presented the results of the company's performance evaluation based on this ratio.

YEAR	ROA	ROI	ROE
2021	8.45%	109.76%	32.70%
2022	2.03%	22.68%	7.30%
2023	10.69%	58.74%	57.77%
2024	22.62%	271.86%	624.94%

Table 1.1 Performance evaluation data of PT Fast Food Indonesia Tbk

Based on the calculation results, Return on Assets (ROA) of PT Fast Food Indonesia Tbk experienced fluctuations during the period 2021 to 2024. In 2021, ROA was recorded at 8.45%, but decreased drastically in 2022 to 2.03%. This decline was caused by the company's reduced efficiency in utilizing assets to generate profits, most likely influenced by the impact of the COVID-19 pandemic which was still being felt at that time. In 2023, ROA increased again to 10.69%, and continued to rise in 2024 to 22.62%, which indicates a recovery in the company's performance in more optimal asset management.

Meanwhile, Return on Equity (ROE) also shows a similar pattern. In 2021, ROE was at 32.70%, then experienced a very drastic decline to 7.30% in 2022. This decline reflects the company's declining ability to manage its own capital to generate profits. However, in 2023 and 2024, ROE increased significantly to 57.77% and 624.94%, respectively. The increase in ROE in 2024 indicates a significant increase in net profit, while equity is relatively small, resulting in a very high ROE value.

The Return on Investment (ROI) in 2021 was recorded at 109.76%, but dropped to 22.68% in 2022, likely due to a decrease in investment efficiency. In 2023, ROI increased to 58.74%, and continued to rise drastically to 271.86% in 2024. This indicates that the company's investments have yielded increasingly better results as operational conditions improved post-pandemic.

Overall, the profitability ratio of PT Fast Food Indonesia Tbk shows a decline in financial performance in 2022, but managed to recover significantly in 2023 and 2024. This increase is an indicator that the company is able to adapt to external conditions and implement effective strategies to increase efficiency and profitability.

CONCLUSION AND SUGGESTIONS

The results of the analysis of the ROA, ROE, and ROI ratios show that the financial performance of PT Fast Food Indonesia Tbk fluctuated throughout 2021 to 2024. 2022 showed

a fairly sharp decline due to the prolonged impact of the COVID-19 pandemic , which affected the effectiveness of asset utilization , capital management , and investment returns .

Despite experiencing a decline , the company managed to demonstrate significant recovery capabilities in 2023 , and its financial performance further improved in 2024. This was evident in the substantial increase in all three profitability ratios , with ROA reaching 22.62 % , ROE soaring dramatically to 624.94% , and ROI increasing to 271.86%. This increase identified increased efficiency in managing the company's capital assets and investment funds.

Overall , PT Fast Food Indonesia Tbk has been able to emerge from the economic pressures caused by the pandemic and demonstrate improved performance through appropriate financial strategies . The results of this evaluation can serve as positive considerations for management , investors , and other stakeholders in assessing the company's potential and future business sustainability .

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