ABSTRACT

THE EFFECT OF CONCENTRATION RATIO, TANGIBILITY, CAPITAL LABOUR RATIO, AND ADVERTISING INTENSITY ON PRICE COST MARGIN IN PROPERTY AND REAL ESTATE COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE 2020-2024

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This study aims to analyze the level of market concentration in the property and real estate sector and to examine the partial and simultaneous effects of Concentration Ratio (CR4), Tangibility, Capital Labour Ratio, and Advertising Intensity on Price Cost Margin of property and real estate companies listed on the Indonesia Stock Exchange (IDX) for the period 2020-2024. This study employs a quantitative method using panel data regression analysis. Data were obtained from annual financial reports published by the IDX and the official websites of each company. The results indicate that partially, Concentration Ratio has a significant positive effect, Tangibility has a no significant positive effect, Capital Labour Ratio has a no significant negative effect, and Advertising Intensity has a significant positive effect on Price Cost Margin. Simultaneously, all four variables have a significant effect on Price Cost Margin. Property and Real Estate companies are expected to optimize tangible asset management and advertising investment strategies to strengthen market positioning and improve profit margins sustainably.

Keywords*: Industrial Economics, Structure-Conduct-Performance, Concentration Ratio, Tangibility, Capital Labour Ratio, Advertising Intensity, Price Cost Margin, Random Effect Model* (REM)

ABSTRAK

PENGARUH *CONCENTRATION RATIO*, *TANGIBILITY*, *CAPITAL LABOUR RATIO* DAN *ADVERTISING INTENSITY* TERHADAP *PRICE COST MARGIN* PADA PERUSAHAAN PROPERTI DAN REAL ESTAT YANG TERDAFTAR DI BURSA EFEK INDONESIA 2020-2024

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Penelitian ini bertujuan untuk menganalisis tingkat konsentrasi pasar pada sektor properti dan real estat, serta menguji pengaruh *Concentration Ratio* (CR4), *Tangibility*, *Capital Labour Ratio*, dan *Advertising Intensity* secara parsial dan simultan terhadap *Price Cost Margin* perusahaan properti dan real estat yang terdaftar di Bursa Efek Indonesia (BEI) periode 2020-2024. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi data panel. Data diperoleh dari laporan keuangan tahunan yang dipublikasikan oleh BEI dan situs resmi masing-masing perusahaan. Hasil penelitian menunjukkan bahwa secara parsial *Concentration Ratio* berpengaruh positif signifikan, *Tangibility* berpengaruh positif tidak signifikan, *Capital Labour Ratio* berpengaruh negatif tidak signifikan, dan *Advertising Intensity* berpengaruh positif signifikan terhadap *Price Cost Margin*. Secara simultan, keempat variabel tersebut berpengaruh signifikan terhadap *Price Cost Margin*. Perusahaan properti dan real estat diharapkan dapat mengoptimalkan pengelolaan aset berwujud dan strategi investasi periklanan untuk memperkuat posisi pasar dan meningkatkan margin keuntungan secara berkelanjutan.

Kata Kunci: Ekonomi Industri, *Structure-Conduct-Performance*, *Concentration Ratio*, *Tangibility*, *Capital Labour Ratio*, *Advertising Intensity*, *Price Cost Margin*, *Random Effect Model* (REM)