

ABSTRACT

Currently, the beauty industry in Indonesia is growing rapidly and is engaged by many domestic industry players. PT Mustika Ratu Tbk is one of the leading players in Indonesia's beauty industry, and it has been established for a long time. However, compared to other beauty brands listed on the Indonesia Stock Exchange (IDX), PT Mustika Ratu Tbk has a relatively low revenue value and often fluctuates. The company's stock value also shows a relatively high level of volatility. This condition shows that Mustika Ratu consistently faces challenges in maintaining financial performance stability and market confidence.

This study aims to analyze the pattern and trend of PT Mustika Ratu Tbk's revenue based on historical data and evaluate the accuracy of the trend moment method in projecting the company's revenue. The formulation of the problem focuses on how accurate the trend moment forecasting model is in describing historical revenue trends and predicting future values.

The method used in this research is a quantitative method with the trend moment technique, which utilizes historical company revenue data from 1998 to 2023. The trend model was formed through moment-based statistical calculations and tested for accuracy using Mean Absolute Percentage Error (MAPE).

The results showed that the moment trend model has an accuracy level of Mean Absolute Percentage Error (MAPE) of 20%, which is included in the category of good accuracy. Thus, this model can be relied upon to project the future revenue of PT Mustika Ratu Tbk.

The results of this study can make a practical contribution to PT Mustika Ratu in preparing financial strategies to increase value through good corporate governance, as well as theoretical contributions in expanding the application of the trend moment method in business and finance.

Keywords: Revenue Forecasting, Trend Moment, Mustika Ratu, MAPE