



DEVELOPMENT OF SALES BUSINESS PROCESS BASED ON ERP IMPLEMENTATION IN PT. XYZ

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ABSTRACT

This study aims to improve sales business processes owned by PT. XYZ. Where business processes used now are still using manual systems, this study will improve business process with ERP systems approach. This research use exploration methods, interviews and literature studies about the development of business processes. The results of this study to provide a new design of business processes and business process recommendations that fit the needs of ERP system in PT. XYZ

Keywords: Business Process, ERP.

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1. INTRODUCTION

In many modern organizations it is now almost impossible if the company does not have an integrated IT / IS system to support business processes. Organizations cannot run well without the support of a good business process management system to improve business performance and customer satisfaction. In the end a business process is seen as art not as a science that can be studied and calculated. According to [7] the definition of business processes is a complete and dynamic collaborative and transactional activity and coordinated to provide more value to customers. While other opinions say a business process is a collection of activities carried out to obtain the desired business output [2]. Business processes should be clearly defined in the beginning and end, time and place and the necessary input and output to be produced.

The use of information systems and technology (SI / IT), is an inseparable part of the development of business processes in an organization. Therefore technology (SI / IT) can make all operational activities in the organization easier and faster. Efficiency and effectiveness are the keys to a business process that can be said to be successful or at least

there is no improvement in the organization's business processes. According to [6], the improvement stage is the most creative phase in a business process management project. Creativity is a form of natural product that is produced by humans and cannot be replaced by a system.

ERP (Enterprise Resource Planning) is a technology that can help business processes become more systematic and increase the speed of business processes, and continuously improve and monitor the company's value chain. ERP implementation can bring benefits to the company including reducing cycle time, increasing business flow efficiency, and quickly creating financial information to help managers control the entire business process and accelerate the decision-making process.

PT. XYZ is one of the property developer companies in Indonesia and has many projects in Surabaya and Jakarta. PT. XYZ feels the need to implement an information system to help existing business processes, so that business processes develop to improve the competitiveness of companies in the global arena.

Many business processes in companies that still use manual systems where the role of humans is very dominant, this often creates a lot of errors caused by human error. If administrative work is too charged to the admin staff, it will require a lot of human labor needed. There had also been a problem due to a lack of information among sales people in the field with financial parties regarding the calculation of how to pay for a home purchase.

2. LITERATURE REVIEW

In today's industrial and commercial environment all businesses must operate in a global economy where competition is getting tougher and customer expectations continue to increase. As a result, companies must innovate their business for effectiveness and efficiency to deliver the expected business results, also improve quality and flexibility to meet the expectations of their customers.

Simple ERP definition according to [9] ERP is a unified business software system that can enable companies to regulate the use of resources (material, human resources, finance, etc.) effectively and efficiently by providing comprehensive integrated solutions to organizations based on needs processing information. This software provides integrate facilities for the entire functional flow of information across departments into a single database unit. Therefore, this provides a good experience for ERP system users. Enables users to easily and quickly obtain information on the availability of inventory items, product data and customer data [10].

ERP can carry out the entire transaction routine in the company, both internal and corporate transactions and extern transactions outside the company. So that the entire business process both internally and externally can be facilitated by the information flow of the ERP system [9]. Furthermore, the ERP system has the capability to reach outside the organization, for example providing better connections to suppliers, vendors, distributors and customers to be more engaged in e-business.

Devenport describes business processes as a structured set of activities designed to produce certain outputs [2]. Which means that business processes are a collection of various tasks that produce output. This collection of tasks is carried out cross-functionally between one department-with another department, where they share functions or tasks to achieve an output to fulfill customer satisfaction and commercial profits.

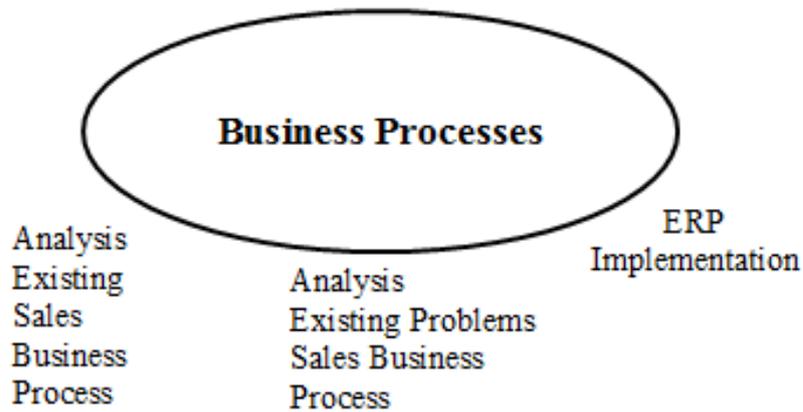


Figure 1 Step Developing Business Process [5]

According to Lee [5], to develop a better business process there are 3 main steps, namely analyzing the business process that is running now, then analyzing and mapping the problems that arise from an existing business process and the last is ERP implementation to develop the business process.

In this case study, the authors conducted several studies of literature sourced from several international journals in order to obtain ways to develop a business process. A number of literature studies that I use can be seen in figure 2

REFERENCE	TITLE
[5]	ERP System to Transform Business Processes
[4]	Monitoring Business Process Redesign in ERP Implementation Projects
[3]	The Effect of ERP System Implementation on Business Performance

Figure 2 shows several literature studies reference

3. METHODOLOGY

The process of transforming business processes within PT. XYZ can be done by approaching the sales transaction process in the company, both from transactions in the company and transactions with outside parties (contractors / vendors and customers). Improvements from traditional based systems to electronic-based transaction systems are absolutely necessary. Following is the frame of mind in writing case studies at PT. XYZ:

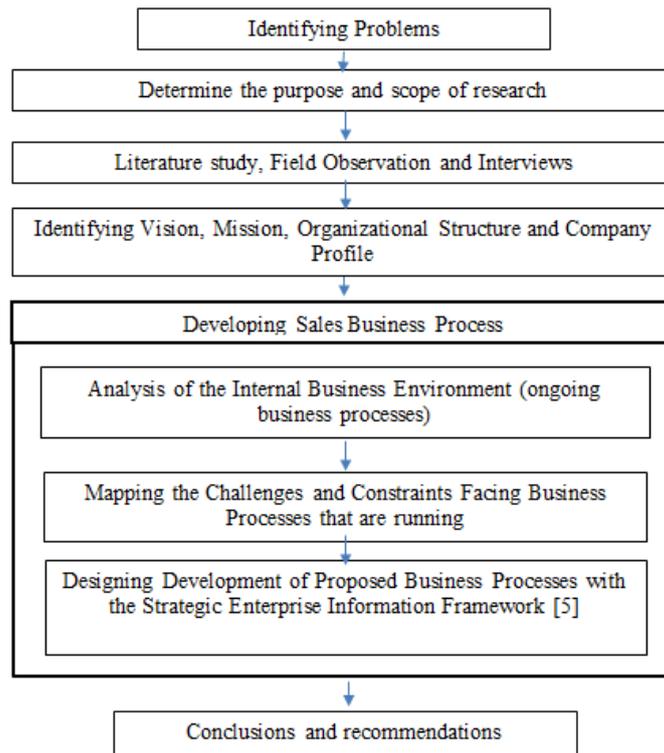


Figure 3 Research Methodology

Explanation on the steps in the above framework is as follows:

The first thing to do is to understand the company's problems related to business process preparation in order to obtain improvements in terms of effectiveness and work efficiency. The second determines the purpose of writing this case study accompanied by the scope of the study. All three conduct retail studies from national and international journals and other related sources. In addition to conducting literature studies, it is also necessary to complete the field observation process to obtain accurate data. Interview with the management of PT. XYZ is also done to find out the business process that is running and what is expected in the future. Fourth recognize the vision, mission of the company and organizational structure and also the history of the company in order to get an overview of the perspective as the executor of the business process. Fifth conducts an analysis of existing business processes, which will be mapped and used as research objects. Sixth analyzes the problems and obstacles faced by the company when the business process is carried out. Seventh designs alternative business processes that will be recommended. Eighth concludes the results of the study and provides future suggestions related to the results of the study.

4. RESULTS AND DISCUSSIONS

4.1. Company Profile

PT. XYZ is a family company engaged in property business. Company X initially only had a contracting business, building several companies in an area owned by landowners / property developers. Until 2010, the company began to become a property developer company in Surabaya and its surroundings. This company initially only developed and built premium houses with prices above one billion rupiah, this luxury housing on average only amounted to no more than 50 units per / cluster. Until the beginning of 2015, starting to make houses with

prices below one billion rupiah, this housing reached an average of hundreds of units, causing the company's business operations to grow.

Vision & Mission PT. XYZ is being one of the few companies that is liked, respected, and progresses progressively. Recognized because of who we are, and how we provide quality of life through continuous development. To improve the economic welfare and quality of life of all stakeholders

4.2. Existing Sales Business Process

The business process of sales is the initial process where a purchase order or home order is received by the company. There are several parties related to this sales process, namely buyers, marketing / sales, project coordinators and also the finance department.

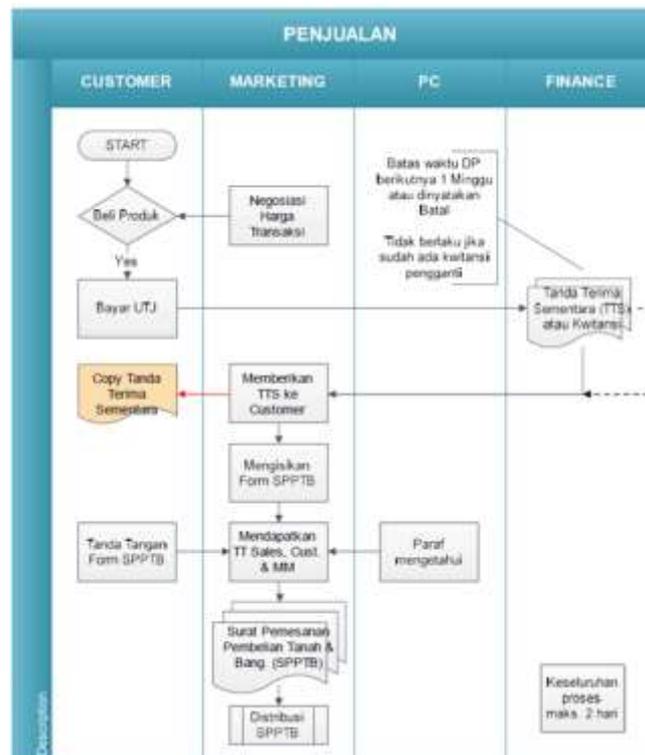


Figure 4 Business Process Marketing & Sales

The Sales Process starts from the customer negotiating the transaction price to marketing / sales related to the method of payment and also a bonus or discount if any. If the transaction price has been approved, the buyer can immediately make a transfer of the company's account and also attach proof of transfer to the finance department via email or the WhatsApp application. After the finance department verifies the payment, the finance department will issue a receipt or temporary receipt. as proof that the buyer has made a UTJ payment. After that the marketing department must make an SPPTB (Letter of Agreement on Land & Building Purchases), this form needs to be signed by 3 parties, namely the signature of the buyer, sales and also the project coordinator. The SPPTB that has been signed will then be distributed to the finance department as billing data for the buyer's payment schedule

4.3. Problems Sales Business Processes

Sales that are in the field need to make a temporary Ordering Letter (SPR) every time a buyer wants to buy a house based on the assessment of the sales themselves. Whereas a salesperson

When the SPPT.B is created, the finance department and management can automatically obtain the projection of the incoming money report, so that the company can allocate the budget / budget more accurately.

- Sales can focus on the process of finding prospective buyers

With the presence of ERP sales, it can focus more on sales activities such as dividing brochures, making campaigns on social media, and maintaining periodically held exhibitions both in sample houses and shopping centers in the city. Sales are not burdened with many administrative tasks because they have been assisted by an ERP system.

5. CONCLUSION

From the results of research conducted by the author at PT. XYZ, it can be concluded several things, namely:

- Implementation of ERP in a company can increase the speed and accuracy of business processes. Where this will help companies in carrying out business tactics and strategies.
- Business processes that are running now can be further enhanced by efficiency and effectiveness by analyzing the obstacles and challenges that occur in a business process
- With a good ERP implementation, it can minimize obstacles and challenges in a business process
- An ERP system must be able to answer the needs of a business process and also ensure the flow of the company's information data adds value

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