

**“The Impact of Big Data Analytics on Business Decision Making and
Organizational Performance.”**

By

Benedict Jevon Kusuma
12308084

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SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

[Benedict Jevon Kusuma]



Student

Date : 01 April 2026

Approved by:

[Dr. Diana Riyana Harjayanti]



Thesis Advisor

Date : 01 April 2026

[Dr. Munawaroh Zainal, S.E. M.M.]



Thesis Co-Advisor

Date : 01 April 2026

Benedict Jevon Kusuma



ABSTRACT

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Benedict Jevon Kusuma

Dr. Diana Riyana Harjayanti, Advisor

Dr. Munawaroh Zainal, S.E. M.M, Co-Advisor

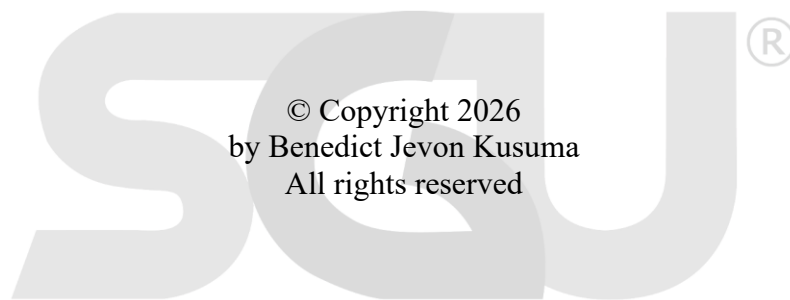
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The rapid advancement of digital technology has led organizations to increasingly adopt Big Data Analytics (BDA) to improve business processes and organizational outcomes. Big Data Analytics enables organizations to collect, process, and analyze large volumes of data in order to generate valuable insights that support strategic decision making. However, despite the growing importance of big data, many organizations still face challenges in effectively utilizing data to improve consumer understanding and organizational performance. Therefore, this study aims to examine the impact of Big Data Analytics on Organizational Performance through the roles of Business Decision Making.

This study employs a quantitative research approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data are collected through a questionnaire distributed to respondents using a five-point Likert scale. The study examines the relationships among four main variables, namely Big Data Analytics, Business Decision Making, and Organizational Performance. In addition, this research investigates the mediating role of Business Decision Making in the relationship between Big Data Analytics and Organizational Performance.

The finding of this study are big data analytic positive significant to business decision mmaking, both business decision making and bigdata analytic are not significant effect to organization performance. Business decision making is not mediating big data analytic to organization performance.

Keywords: Big Data Analytics, Business Decision Making, Organizational Performance, PLS-SEM.



DEDICATION

I dedicate this thesis to my beloved parents and family for their endless love, support, prayers, and encouragement throughout my academic journey. I also dedicate this work to my lecturers, friends, and everyone who has supported and motivated me during the completion of this study. Finally, I dedicate this thesis to myself for remaining committed, persistent, and determined throughout this journey.



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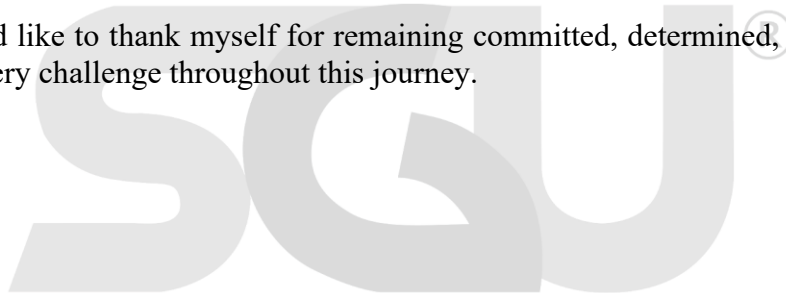
First and foremost, I would like to express my sincere gratitude to God for His blessings, guidance, and strength throughout the completion of this thesis. Without His grace, this study would not have been possible.

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