

**ANALYSIS OF BUSINESS PROCESS AUTOMATION TO
INCREASE EFFICIENCY AND OBTAIN COMPETITIVE
ADVANTAGE IN A LIMITED COMPANY**

By

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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, not 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.

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ABSTRACT

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This thesis is analyzing the automation influence against efficiency, effectiveness, and productivity in the working process of a company focused on the sales order process of an Internet Service Provider. This automation process is directed to a development on the online basis that specifically applied in web system. This research is expected to be able to create sustainable competitive advantage and increase efficiency.

The method adopted by the author is comparative analysis between the manual system and automated system in sales order process. In that comparison, the accrued problems in manual system will be identified. In addition, qualitative analysis is used for describing the factors such as efficiency, effectiveness, and productivity as the development result of relevant business process. The automation with the web-based conception herein is the further development of the conception currently operated in

the company running in information technology industry. However, that conception still has several weaknesses that will be eliminated and transformed into fully automated system.

The theory adopted in this thesis is theory of competitive advantage by Michael E. Porter that describes that the competitive advantage can be excavated from a certain business process other than from entirely business performance. Subsequently, the certain problem will be identified, so the automation process may be applied in order to settle such problem. Eventually, the competitive advantage can be achieved.

In this research, the undetermined problems are the inexistence of fully automated system in business process. In addition, the company culture has not been able to adapt with the automation system, so the automated system has not properly operated. This conception will develop the fully automated system in the sales order process. Fully automated system enable the sales order working process and accelerate the operational time. Therefore, this will enhance the efficiency, effectiveness, and productivity. Comprehensively, automation can reduce human error and make the business process more flexible using a reliable filing system because this save the data by automation, the whole data is save in digital form that may easily be backup, updated and restored. This is certainly will influence the company performance as a whole and indirectly increase the customer satisfaction.

Similarly to the innovation in business, automation system still have weakness that may be caused by high price investment in Information and Technology, and the weakness of cyber law system in Indonesia, and the threats from the cyber crime and cyber abuse such as hacker influence this automation system development as well. Aside from the existing weaknesses, the accrued risks of the automation is fully automated system that is integrated may cause the entire operation can be

electronically and mutually managed. Therefore, technical problem may damage the entire system.

The conclusion withdrew from this research is, the fully automated system has significant influence against the competitive advantage from a company. Though the risk and problem will always exist in its implementation, this can be easier anticipated compare to the problems in manual system.

DEDICATION

I dedicate this thesis to my beloved parents, Ir. Bambang B. Arjunadi and Soefiati, for all the support, patient, and blessing for me and my studies.

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