

**KAJIAN PENERAPAN *ENTERPRISE RESOURCE PLANNING*
TERHADAP KINERJA PERUSAHAAN**

TUGAS AKHIR

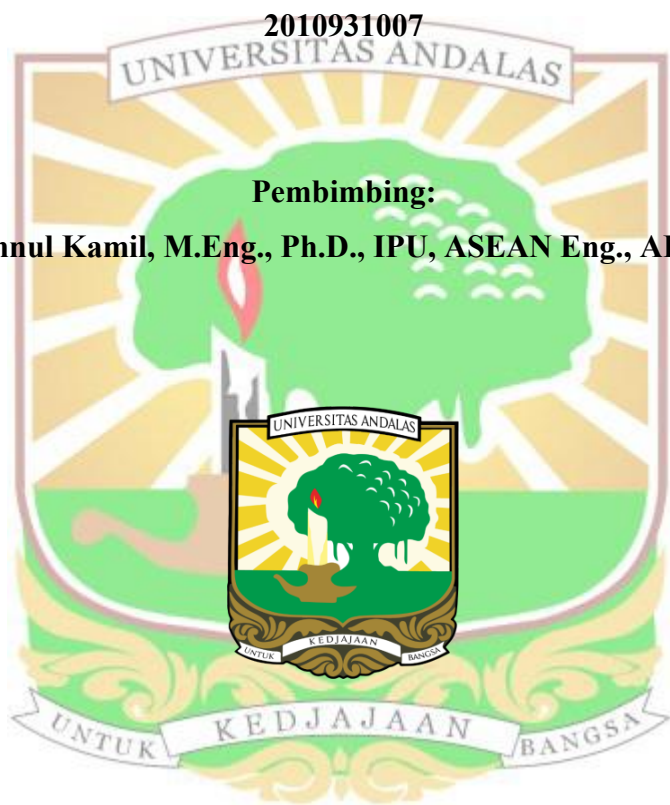
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**DEPARTEMEN TEKNIK INDUSTRI
FAKULTAS TEKNIK
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2025

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*Sebagai Salah Satu Syarat untuk Menyelesaikan Program Sarjana pada
Departemen Teknik Industri Fakultas Teknik Universitas Andalas*



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ABSTRAK

PT Kunango Jantan merupakan salah satu perusahaan besar di bidang manufaktur dan konstruksi yang berlokasi di Padang, Sumatera Barat, dan telah mengimplementasikan sistem Enterprise Resource Planning (ERP) untuk meningkatkan kinerja bisnis, efisiensi, serta daya saing. ERP diharapkan tidak hanya berfungsi sebagai alat administrasi, tetapi juga mampu mendukung kepuasan pelanggan, memperkuat strategi bersaing, meningkatkan efektivitas pelatihan, serta memperkuat daya tarik produk. Namun, keberhasilan ERP masih belum pasti karena banyak perusahaan terkendala menggunakannya, terutama akibat kurangnya dukungan strategi bersaing dan pelatihan karyawan. Berdasarkan hal tersebut, penelitian ini bertujuan untuk mengetahui besarnya hubungan antara kinerja bisnis dengan kepuasan pelanggan, strategi bersaing dengan kinerja bisnis, kinerja bisnis dengan pelatihan, serta kinerja bisnis dengan daya tarik produk.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) menggunakan aplikasi SmartPLS. Populasi penelitian adalah karyawan PT Kunango Jantan, dengan jumlah responden sebanyak 45 orang. Variabel yang digunakan dalam penelitian ini meliputi kepuasan pelanggan, strategi bersaing, pelatihan, dan daya tarik produk sebagai variabel independen, serta kinerja bisnis sebagai variabel dependen. Pengukuran dilakukan dengan instrumen kuesioner skala Likert, dan analisis data mencakup uji outer model untuk validitas dan reliabilitas, serta uji inner model untuk pengujian hipotesis.

Hasil pengujian hipotesis menunjukkan bahwa terdapat beberapa variabel yang berpengaruh signifikan, seperti kepuasan pelanggan terhadap pelatihan ($T = 2,129$; $P = 0,033$), kepuasan pelanggan terhadap daya tarik produk ($T = 2,610$; $P = 0,009$), strategi bersaing terhadap daya tarik produk ($T = 2,284$; $P = 0,022$), serta interaksi pelatihan sebagai moderator antara kepuasan pelanggan dan kinerja bisnis ($T = 2,836$; $P = 0,005$). Namun, terdapat juga jalur yang tidak

berpengaruh signifikan, yaitu kepuasan pelanggan terhadap kinerja bisnis ($T = 0,190$; $P = 0,849$), daya tarik produk terhadap kinerja bisnis ($T = 0,737$; $P = 0,461$), dan strategi bersaing terhadap kinerja bisnis ($T = 1,734$; $P = 0,083$). Hal ini mengindikasikan bahwa meskipun sebagian besar hipotesis ditolak, keberadaan variabel pelatihan sebagai moderator mampu memperkuat hubungan tertentu sehingga memberi kontribusi terhadap peningkatan kinerja bisnis.

Kata Kunci: *Daya Tarik Produk, Kinerja Bisnis, Kepuasan Pelanggan, Strategi Bersaing, Pelatihan*



ABSTRACT

PT Kunango Jantan is a large manufacturing and construction company located in Padang, West Sumatra, and has implemented an Enterprise Resource Planning (ERP) system to improve business performance, efficiency, and competitiveness. ERP is expected to function not only as an administrative tool, but also to support customer satisfaction, strengthen business strategies, improve training effectiveness, and strengthen product appeal. However, the success of ERP remains uncertain because many companies are hampered by its use, mainly due to the lack of business strategy support and employee training. Based on this, this study aims to determine the magnitude of the relationship between business performance and customer satisfaction, business strategy and business performance, business performance and training, and business performance and product appeal.

This study uses a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) using the SmartPLS application. The study population was employees of PT Kunango Jantan, with a total of 45 respondents. The variables used in this study include customer satisfaction, competitive strategy, training, and product attractiveness as independent variables, and business performance as the dependent variable. Measurements were carried out using a Likert scale questionnaire instrument, and data analysis included an outer model test for validity and reliability, as well as an inner model test for hypothesis testing.

The results of hypothesis testing indicate that there are several variables that have a significant influence, such as customer satisfaction with training ($T = 2.129$; $P = 0.033$), customer satisfaction with product attractiveness ($T = 2.610$; $P = 0.009$), competitive strategy on product attractiveness ($T = 2.284$; $P = 0.022$), and the interaction of training as a moderator between customer satisfaction and business performance ($T = 2.836$; $P = 0.005$). However, there are also paths that do not have a significant influence, namely customer satisfaction on business performance ($T =$

0.190; $P = 0.849$), product attractiveness on business performance ($T = 0.737$; $P = 0.461$), and competitive strategy on business performance ($T = 1.734$; $P = 0.083$). This indicates that although most of the hypotheses are rejected, the presence of training variables as a moderator is able to strengthen certain relationships and thus contribute to improving business performance.

Keyword: Business Performance, Business Strategy, Customer Satisfaction, Product Attractiveness , Training

