

**A SELF-ORDERING SYSTEM DESIGN TO
ACCELERATE CUSTOMER FLOW
IN CIGARETTES COUNTER
OF PT X**



BY:

SATRIA JAYADI

3303015068

INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

SURABAYA

2019

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UNDERGRADUATE THESIS

Addressed to

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To Fulfill the Requirements of the Economy Bachelor Degree

International Business Management Program

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APPROVAL PAGE

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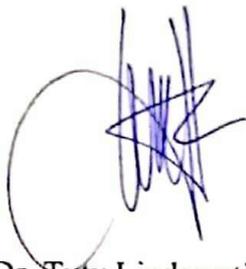
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3303015068

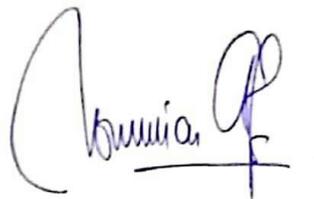
Approved and Accepted to be Submitted to the reviewer,

Reviewer I,



Dr. Tuty Lindawati, SE., MM.
NIK. 311.97.0297
Date: 16-07-2019

Reviewer II,

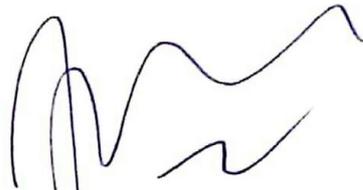


Monica Adjeng Erwita, S.Sos., MM.
NIK. 311.13.0754
Date: 16-07-2019

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Thesis written by Satria Jayadi NRP 3303015068 has been examined on 17th of July 2019 and is declared to pass by Panel Team.

Panel Leader



Dr. Fenika Wulani, SE., M.Si.

NIK. 311.96.0252

Confirmed by:



The seal of Universitas Katolik Widya Mandala Surabaya is circular, featuring a central emblem with a book and a lamp, surrounded by the text 'UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA'. Below the seal, the text 'FAKULTAS BISNIS' is visible. A handwritten signature in blue ink is written over the seal and extends to the right.

Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI.

NIK. 321.99.0370

Head of Program,



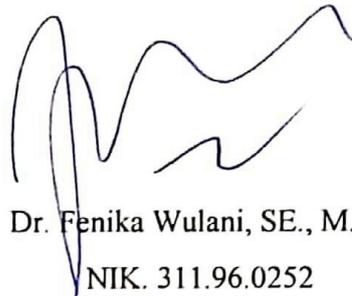
Robertus Sigit H. L., SE., M.Sc.

NIK. 311.11.0678

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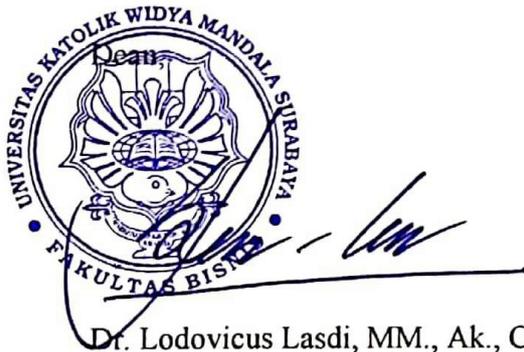
Thesis written by Satria Jayadi NRP 3303015068 has been examined on 17th of July 2019 and is declared to pass by Panel Team.

Panel Leader



Dr. Fenika Wulani, SE., M.Si.
NIK. 311.96.0252

Confirmed by:



Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI.
NIK. 321.99.0370

Head of Program,



Robertus Sigit H. L., SE., M.Sc.
NIK. 311.11.0678

FOREWORDS

The Writer would deeply praise and give thanks to Jesus, Lord, for all moments happened including test, strength, and guidance during a very long journey doing this thesis. This final report is written as a graduation requirement to fulfill Bachelor Degree of Economics, specifically Management Department of Faculty of Business in Widya Mandala Catholic University Surabaya. The process will not go through without any supports in any matters from various parties. Therefore, The Writer would like to thank:

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The Writer realizes that this thesis is a part of imperfection research that needs to develop more and more in the future, therefore criticism and suggestion are best thing to have, to initiate a development of this work. Hopefully this work can provide benefits to any readers.

Surabaya, 26th of June 2019
Writer/Researcher

Satria Jayadi

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Feb 19 – 17th June 19

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ABSTRAK

Perusahaan yang baik harus memiliki sistem berkelanjutan yang efektif dan efisien terhadap kondisi apapun. Strategi manajemen membantu perusahaan untuk memecahkan masalah dan bertahan lebih lama. Penggunaan teknologi dalam manajemen strategis menekankan manfaatnya untuk bersaing dengan baik di antara pesaing.

PT. X perusahaan bisnis retail dan grosir yang menjual barang sehari-hari seperti pangan, non-pangan, perlengkapan umum, obat-obatan, tembakau, dan produk segar. Peneliti yang sedang dalam program magang dan dengan demikian mengadakan studi tentang sistem pemesanan penjualan untuk produk rokok, yang mana menopang 39-40% dari rata-rata penjualan harian. Metode yang digunakan oleh peneliti adalah studi kasus dengan melakukan pengamatan langsung, kerja lapangan langsung, dengan ketersediaan data untuk diproses. Teknik analisis data dimulai dengan menganalisa, mengevaluasi, dan merancang sistem.

Berdasarkan analisa yang dilakukan, PT. X membutuhkan perbaikan dalam beberapa aspek mengenai sistem, SOP, dan uraian pekerjaan. Selain itu, sistem pesan mandiri yang terkomputerisasi diperlukan sebagai rencana cadangan dalam menghadapi lonjakan aliran pelanggan. Diharapkan, sistem baru dapat mengurai lonjakan aliran pelanggan, informasi yang lebih akurat untuk mendukung keputusan strategis manajer, dan meningkatkan efektivitas dan efisiensi.

Kata Kunci: Efektif, Efisien, Strategi Manajemen, Teknologi, Nota Pesanan Penjualan, Sistem, Aliran Pelanggan, Pemesanan Mandiri

ABSTRACT

Good companies should have a sustainable system which is effective and efficient regarding any conditions. Strategic Management helps companies to solve problem and sustain longer. The use of technology in strategic management emphasize its benefits to compete well among competitors.

PT. X is a retail and wholesale business that sells daily/consumer goods categorized as food, non-food, general merchandising, medicine, tobacco, and perishable. Researcher has an internship program and thus held a study of stand sales order system of cigarette product that supports 39-40% of daily sales in average. The method used by researcher is a case study by doing a direct observation, direct internship, and provided data to process. While technique of data analysis starts with analyzing, evaluating, and designing system.

Based on analysis done, PT. X requires maintenance in few aspects regarding current system, current SOP, job description. Besides, a computerized self-ordering system is needed as a back-up plan facing unpredicted customers flow. Hopefully, new system could lead a smoother customer flow, more accurate information to grow a strategic decision among managers, and increase effectiveness yet efficiency.

Keywords: Effective, Efficient, Strategic Management, Technology, Stand Sales Order, System, Customers Flow, Self-ordering