

# ANALISIS IMPLEMENTASI E-AUCTION DALAM SISTEM PROCUREMENT DI PT. TELKOM

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## ABSTRACT

*Information technology has become vital requirement for business organization. Many companies has invested trillions dollar to build information technology, and predicted in 2004 later the value of investment information technology has reach three trillion dollars (Strassmann, 1997a). PT. Telkom, the biggest telecommunication company in Indonesia has invested millions dollar to build information technology, especially in procurement system, which is implementation e-Auction system. The fact of the case has urged me to identify, whether the value of implementation e-Auction give benefit, affectivity, and efficient to company, and also how the feasibility of implementation e-Auction.*

*Collected data has been done to support this research, by looking for information about procurement data PT. Telkom through e-Auction, the value of infestation e-Auction, and reference from several resources. The research started from collected allocation data budget and data result procurement through e-Auction, from calculated have the economic save and affectivity, and then calculated of feasibility implementation e-Auction. The first analyze about calculated of potential economic loss that avoided by implementation e-Auction in procurement system. The second analyze base on economic save and effective of implementation e-Auction, and the last analyze about the feasibility of implementation e-Auction.*

*The result of research show that implementation e-Auction in procurement system at PT. Telkom, process of procurement to be simple and effective, negotiation process "round of negotiation" not more than one hour and PT. Telkom get the best price. Economic save that PT. Telkom gets from implementation e-Auction is Rp 17.727.168.831. The value of feasibility implementation e-Auction is  $NPV = Rp11.461.832.013$ ,  $IRR = 54\%$ ,  $PBR = 2,75$ ,  $BCR = 1,79$  ( $NPV > 0$ ,  $IRR > MARR$ , dan  $BCR \geq 1$ )*

*According to the result of the research that had been done, implementation e-Auction give advantages to PT. Telkom, such as negotiation process "round of negotiation" very simple, give the economic save. Base on parameter of feasibility, implementation e-Auction accepted*

**Keywords:** Procurement, e-Auction, effective, efficient, feasibility

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## PENDAHULUAN

Dalam kurun waktu 50 tahun belakangan ini, triliunan dolar Amerika telah diinvestasikan oleh berbagai perusahaan untuk membangun teknologi informasi. Tercatat pada tahun 2000 sekitar dua triliun dolar Amerika telah dialokasikan oleh berbagai perusahaan di seluruh dunia untuk membeli dan menerapkan teknologi informasi, dan diperkirakan pada tahun 2004 lalu nilai ini sudah mencapai sekitar tiga triliun dolar Amerika (Strassmann, 1997a). Perusahaan mengeluarkan biaya yang sangat besar tersebut, salah satunya didorong oleh dunia bisnis yang penuh kompetisi, berbagai perubahan teknologi, perubahan pola persaingan, tuntutan dari konsumen, dan

penyedia barang atau jasa telah mengendalikan sektor bisnis dan industri yang ada sekarang. Para pelaku bisnis sangat mengharapkan keuntungan dari bisnis yang transparan, jangkauan global, biaya operasi rendah, management konsumen, dan proses yang cepat. Berdasarkan kebutuhan tersebut para pelaku bisnis telah menerapkan cara berhubungan bisnis yang berdasar pada teknologi internet, yaitu dengan menggunakan teknologi e-Commerce.

Dunia industri di Indonesia seharusnya menyadari pentingnya e-Commerce untuk mensejajarkan dalam persaingan dengan dunia global, bagi industri yang tidak dilengkapi e-Commerce merupakan suatu kerugian dalam segi