

ABSTRACT

EVALUATION OF IMPLEMENTATION OF SYSTEM APPLICATION AND PRODUCT (SAP) MODULE FINANCE IN MARKETING PERFORMANCE OF INFRASTRUCTURE COMPANIES IN INDONESIA WITH MODIFICATION MODELS OF ERP SUCCESS (STUDY CASE : PT. JASAMARA CAB. PURBALEUNYI)

Oleh

EXA PARMITA PUTRI

1202154292

Enterprise Resource Planning (ERP) is one of the solutions to integrate information technology needed by companies in this era of globalization. ERP can improve the efficiency and effectiveness of the company's business processes. The company realizes that information that is fast, precise, accurate and integrated is very important for the company's functional.

ERP implementation is not easy because it requires a large amount of money. After the ERP is applied to the company, it is necessary to know how ERP can have an impact on marketing performance in the company by evaluating the impact of ERP implementation.

The model used to evaluate the impact of ERP implementation in this study is a modification model of the success of ERP implementation, with 6 variables, namely top management support, accuracy of software and hardware selection, success of ERP system implementation, competitive advantage, salesperson performance and marketing performance. Using purposive sampling technique.

The conclusions from the research that the success of ERP implementation does not affect marketing performance directly, but can slightly affect marketing performance through other variables present in this study.

Keyword : Enterprise Resource Planning (ERP), Implementation ERP, Marketing Performance, ERP Evaluation, Modification Model of ERP Success