

ABSTRACT

This study aims to determine the effect of ERP implementation on Corporate Performance that has been run by the company and its impact. The sampling category includes non-probability sampling with purposive sampling technique then the data is processed through testing using the SEM-AMOS analysis method and involves 330 respondents from PT.XYZ located in Surya Cipta Industrial Estate, Karawang, West Java, Indonesia. From this study, it was found that ERP implementation had a significant positive effect on CP. Then the "Low Cost Strategy" indicator on the "Strategic (Strategic benefit of ERP)" dimension has the most influence on ERP, besides that the "On Time Delivery" indicator on the "Operational Performance" dimension also affects Corporate Performance.

Keywords: SEM-AMOS, Enterprise Resource Planning, Corporate Performance, Structure Equation Model



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh implementasi ERP terhadap *Corporate Performance*. Kategori pengambilan sampel termasuk *non probability sampling* dengan teknik *purposive sampling* kemudian data tersebut diolah melalui pengujian dengan menggunakan metode analisis SEM-AMOS dan melibatkan 330 responden dari PT.XYZ yang berada di Kawasan Industri Surya Cipta, Karawang, Jawa Barat, Indonesia. Dari penelitian ini diperoleh hasil bahwa Implementasi ERP berpengaruh positif terhadap CP secara signifikan. Kemudian indikator “*Low Cost Strategy*” pada dimensi “*Strategic (Strategic benefit of ERP)*” paling berpengaruh terhadap ERP, disamping itu indikator “*On Time Delivery*” pada dimensi “*Operational Performance*” juga berpengaruh pada *Corporate Performance*.

Kata Kunci: SEM-AMOS, Enterprise Resource Planning, Corporate Performance, Structure Equation Model

