

Strategic Plan for Business Decision-Making for One of the Largest Automotive Companies in Indonesia

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Abstract—“Survival of the Fittest,” said Charles Darwin, where in this technological era companies must be able to survive competition in the field of technology such as data analytics. Companies need tools to help make the right decisions. Data analysis can help decision making and companies need tools that can manage and process data so that it becomes more valuable information and is not just focused on numbers. This can broaden access, align pay with performance, and help reduce rising costs. To get better insights that add value and achieve better results for the company, analytics helps companies for several details like; exploration of new approaches to growth and success, helping manage small to large processes, improving operations and service delivery, mitigating risks, and so on.

Keywords— Business Intelligence Design, Business Intelligence Strategy, Company Strategy, Decision Making.

I. INTRODUCTION

Business processes in the context of business information and business analysis in that context are the keys that lead to improving business performance through decision-making and execution [1]. In an era where better information and analysis have become a production factor and competitive differentiator, business intelligence is the right tool at the right time [2].

Companies have different problems, one of the problems that occurs in companies is making decisions regarding the right strategy for the company. There are many ways or prevention strategies to help companies make wrong decisions, one example is using business intelligence. Business intelligence is gaining popularity in the market because business intelligence is a multi-purpose tool that is applied to various relevant job functions in the industry. Business intelligence is not only about analysis business intelligence is always, but business intelligence has the perspective that big data is a simpler data source for analysis. Many businesspeople such as business executives, managers, and even analysts are confused about the value proposition of business intelligence. Even though it is confusing, business intelligence is still a trend in making informed decisions that use data for all decision-making, meaning this is not speculation. Analytics has been used for 20 years so the author is already familiar with Analytics. Business intelligence has been applied in various business contexts such as Industrial Companies and even functions where business intelligence needs to be applied.

II. LITERATURE REVIEW

Yulianto, Michael & Girsang, Abba & Rumagit, Reinert (2018) found that data warehouse development analysis to analyze data on social media to determine company performance by using Business Intelligence for social media interactions in the travel industry in Indonesia using Likes and social media comments. The research results show that Traveloka is more interactive than Pegi-Pegi based on social media sentiment analysis. [1]

Fajri, Ali & Sinaga, Ardiles. (2020) entitled Implementation of Business Intelligence to Determine Evaluation of Activities (Indonesian Stock Exchange Case Study) Assessing Actions Taken on the IDX. By applying business intelligence into the system, action assessments can be determined. The realization of budget and activity categories has a significant influence on whether or not the activities will be assessed. [4]

Gauzelin, Sophian & Bentz, Hugo (2017). Examining the impact of business intelligence systems on decision making and organizational performance: The case of France. The impact of business intelligence systems on decision making and organizational performance. Business Intelligence efficiency for decision making, increases organizational efficiency, and enables companies to meet client needs and employee satisfaction. [5]

Vaddepali, Surendar (2020). Develop and present acceptable BI solutions for business performance management problem scenarios, with emphasis on the importance of BI for small companies in today's business climate. Before implementing a successful business intelligence program, there are several challenges that must be overcome. When outsourcing BI, organizational rules and service level agreements. [6]

Van der Krogt, Augustinus & Coronel, Rubén & Núñez-Castillo, Carlos (2020) Application of BI to SMEs as part of their efforts to increase competitiveness in dynamically competitive markets in western and Eastern Europe. SMEs have an interest in adopting BI and developing BI as a source of competitive advantage and business strategy. This analytical model may be used in future research to test the acceptance of BI in other countries and to develop new products.

Kulkarni, Uday & Robles- Flores, Jose & Popovič, Aleš (2017). Take a look at how a major business is influencing the growth of its business intelligence (BI) capacity. User

involvement and analytical decision-making attitudes demonstrate the authors' support for the mediating impact of top management championships. These findings add to more sophisticated knowledge about how businesses can improve their BI capabilities. [8]

Bhosale, Sachin & Patil, R & Medhekar, Tuan (2021). Use historical data for informed decision making. The Business Intelligence system will provide all employees with the necessary information and allow them to place orders. [9]

III. METHODOLOGY

Good research must meet academic standards and the research methodology used is by procedures, on target, and in the correct context so that the research methods used use appropriate and feasible strategies. The underlined approach, methods, and techniques used, namely qualitative methods and analysis, will be written here to explain the topic. It represents the type of research, research stages, operational variables, data collection methods, respondents, validity and reliability tests, data analysis methods, and data collection. The output of this research is a business intelligence strategy plan for one of the largest independent automotive groups in Southeast Asia.

As stated in the previous introduction, this research aims to find out the right decision-making strategy in one of the largest independent automotive groups in Southeast Asia, therefore, this research will combine case studies with experience surveys and secondary data analysis. to find out more. in-depth data analysis in this research.

This research stage is divided into three stages, the first is the proposal stage, at this stage, the research discusses identification including observation which aims to decide what problems occur in decision-making strategies using business intelligence. This research also includes collecting data, references, and relevant information. Problem formulation, research proposal, and research design including research framework and so on. Second, is the Execution Stage. At this stage, the author collects research data from respondent interviews, data processing, literature analysis and interpretation of results, and finally the Finalization Stage.

The author ends by stating conclusions and research suggestions as well as research from the final defense of this thesis. The beginning of identifying this problem is seeking input on the problems found in observations.

The next step is the formulation of the problem of how the application of business intelligence solves problems in a case found for decision-making in the managerial field.

This research is intended to solve various related problems or other cases found in business following decision-making in managerial positions using business intelligence. The author uses data collection, case studies, and secondary data in the form of documents and interviews.

The author uses data from primary data or secondary data which is then processed into strategy recommendations as the aim of this research. Data analysis was carried out using several tools for data processing. Data processing here is necessary so that it is relevant and appropriate to the objectives of this research. Therefore, some of the tools used here are expected to be suitable for this research.

In-depth interviews with managers and relatives to support data collection and these were categorized as primary data used according to this framework. Respondents consisted of one representative from each manager and relatives. The number of respondents was 11 people.

The author did not provide specific data in the form of names, positions, contacts, etc. of the respondents. This aims to protect company privacy from internal and external sources.

Validity and reliability testing is to determine that data can be trusted. This validity and reliability test uses triangulation adopted from the Bungin method which consists of observation, interviews and documentation [10].

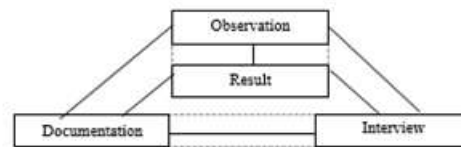


Fig. 1. Triangular Data Training

The data analysis method consists of a data analysis approach, data analysis process, data collection, data reduction, data presentation, and the results of data analysis in the form of conclusions and verification. Pre-analysis before data collection was used at the initial stage of fulfilling this research proposal to find the main point of this research, namely the strategic plan for decision-making using business intelligence. Analysis during data collection is used when data collection is carried out at that time. After the data is collected, data reduction is used to remain focused on the main research theme, this is used to make research easier relevant and keeps the topic on point. Data reduction is used to reduce respondents' irrelevant subjective points of view. So that this research is easy for readers to understand, this research chose to display data in the form of illustrations such as pictures, tables, charts, relationships between each object and so on. This is of course accompanied by a simple explanation in the data display to help readers get the meaning of what the author wants to convey.

IV. RESULT AND DISCUSSIONS

The results of my research findings using qualitative methods, the method used is structured interviews with experts, company related parties show that the existing decision-making flow is no longer effective, therefore the author created a new flow of how they make decisions using business intelligence.

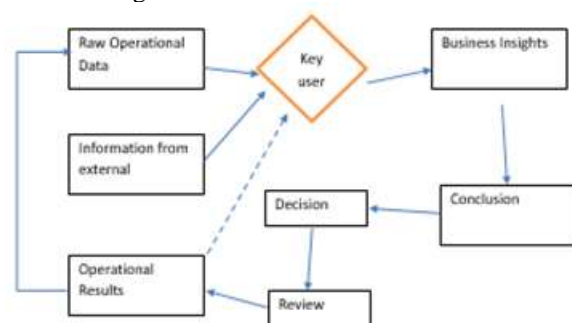


Fig. 2. Strategic Flow Process for Business Intelligence

The problem is why the key user decision-making for prioritizing clients and which projects should be prioritized is to use raw operational data and information from external sources as well as operational results (such as past or previous) related to the project, this condition can be for different clients but different fields or clients the same. Collecting historical data and interviews will enable companies to select and prioritize their clients simply minimize the risk of chaos and overtime decision making, and start focusing on project strategy. In this way, the company will increase efficiency by almost 50% because the decision-making method is a refinement of the method that comes from the aspirations of each main user or stakeholder. In more detail, these are findings that summarize a body of knowledge. For the business world itself, this improvement in decision-making will have an impact on the company's business to make decisions more efficient, faster, and more precise. The process of creating this new BI Decision-Making Process streamlines the decision-making itself by using more data instead of speculation. Equipment Reliability to know which projects priorities are means that the equipment or software provided by the company can be prioritized. Key leaders here mean direction will have efficient time to decide while longer time and no debate before this new BI decision-making step can be beneficial for planning project strategy. Management of new line work is more organized where the results of decisions will be reviewed by the author and become the life cycle of the new project that should be decided.

V. CONCLUSION

The implementation of a new BI strategy for one of the largest companies here means that it will enable the company to prevent higher risks than before because the new methods mentioned above are derived from three pieces of information that are also based on external information such as the company's reputation, the new world. global trend tools technology and so on. For example; client A is a new partner who offers installation work in their company for a ERP system, the cost is high with a time of about 12 months. However, technical/consultants do not have experience with this new tool because it is still new, therefore they must carry out a trial first before accepting this client's request.

Meanwhile, client B is also requesting an installation but the ERP system is migrating meaning they have a historical version from the old to the latest, in this project, the consultant or technical has the opportunity to learn by doing. This means it is cheaper than training and also time efficient. This decision is obtained from the collection of historical data based on operational results, and information from external and raw operations. Recommendations for researchers: Maybe this research can be continued for service companies or telecommunications providers, while for companies: This new process can be implemented systematically using machine learning to speed up project completion.

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