

ABSTRAK

BISNIS PROSES PENGAJUAN FAKTUR KENDARAAN UNTUK PENERBITAN BPKB DAN STNK (STUDI PADA AUTO2000 RADEN INTAN)

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Penelitian ini bertujuan mengetahui bisnis proses pengajuan faktur kendaraan untuk penerbitan BPKB dan STNK di Auto2000 Raden Intan, serta melihat apakah terdapat kendala dan solusi dalam penerbitan pengajuan faktur kendaraan BPKB dan STNK. Dalam mengetahui bisnis proses pengajuan faktur menggunakan teori *Analisis Value Chain* menurut Porter. Metode pengumpulan data yang digunakan adalah kualitatif dengan teknik observasi, wawancara, dan dokumentasi yang telah dianalisis menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian bisnis proses pengajuan faktur kendaraan untuk penerbitan BPKB dan STNK pada Auto2000 Raden Intan: (1) Tahapan pertama yaitu *Primary Activities* yang terdiri dari *Inbound Logistic* dengan melakukan pemilihan SDM dan pengecekan data dan dokumen, (2) *Operation* terdapat alur kerja pengajuan faktur dan penanganan saat ditemukan kesalahan dalam memasukan data atau dokumen, (3) *Outbond Logistic* meliputi kerjasama, strategi, dan standar waktu dalam proses pengajuan faktur, (4) *Sales and Marketing* terkait layanan pengajuan faktur dan cara untuk menanggapi keluhan atau kebingungan konsumen terkait proses pengajuan faktur kendaraan, (5) *Service* terdapat langkah-langkah yang dilakukan untuk memastikan pengajuan faktur berjalan cepat dan akurat serta kendala dan solusi yang biasa terjadi dalam proses pengajuan faktur, (6) Tahapan kedua yaitu *Support Activities* yang terdiri dari *Infrastructure* meliputi pembagian tugas dan keterlibatan tim hukum, (7) *Human Resource Management* terdapat ketentuan dalam perekrutan karyawan, kompensasi, dan pemberhentian karyawan dan pelatihan khusus untuk karyawan, (8) *Technology Development* meliputi penggunaan teknologi, (9) *Procurement* terdapat jenis masukan atau dokumen yang wajib disiapkan sebelum proses pengajuan faktur kendaraan dilakukan dan tantangan yang sering terjadi.

Kesimpulan : Bisnis proses pada penelitian ini menggunakan dua tahapan: *Primary Activities* dan *Support Activities*

Kata Kunci: Bisnis Proses, Auto2000 Raden Intan, Faktur

ABSTRACT

BUSINESS PROCESS OF SUBMITTING VEHICLE INVOICES FOR THE ISSUANCE OF BPKB AND STNK (STUDY AT AUTO2000 RADEN INTAN)

By

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This study aims to determine the business process of submitting vehicle invoices for the issuance of BPKB and STNK at Auto2000 Raden Intan and to identify obstacles and solutions in the issuance of BPKB and STNK vehicle invoice submissions. The invoice submission business process is known using the theory of Value Chain Analysis according to Porter. The data collection method used is qualitative, with observation, interview, and documentation techniques that have been analyzed using data reduction techniques, data presentation, and conclusion-drawing. The results of the business research of the vehicle invoice submission process for the issuance of BPKB and STNK at Auto2000 Raden Intan: (1) The first stage is Primary Activities, which consists of Inbound Logistics by selecting human resources and checking data and documents, (2) Operation there is a workflow for submitting invoices and handling when errors are found in entering data or documents, (3) Outbound Logistics includes cooperation, strategies, and time standards in the invoice submission process, (4) Sales and Marketing related to invoice submission services and ways to respond to complaints or consumer confusion regarding the vehicle invoice submission process, (5) Service there are steps taken to ensure invoice submission runs quickly and accurately as well as obstacles and solutions that usually occur in the invoice submission process, (6) The second stage is Support Activities consisting of Infrastructure including the division of tasks and the involvement of the legal team, (7) Human Resource Management there are provisions for recruiting employees, compensation, and dismissal of employees and special training for employees, (8) Technology Development includes the use of technology, (9) Procurement there are types of input or documents that must be prepared before the vehicle invoice submission process is carried out and challenges that often occur.

Conclusion: The business process in this study uses two stages: primary and support activities.

Keywords: Business Process, Auto2000 Raden Intan, Invoice