

ABSTRAK
ORDER MANAGEMENT SYSTEM DAN PERSEDIAAN DIGITAL
TERHADAP KINERJA OPERASIONAL
(Studi pada Sembilan Toko Baja PT XYZ)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Order Management System dan Persediaan Digital terhadap Kinerja Operasional pada sembilan toko baja PT XYZ. Penelitian ini dilatarbelakangi oleh masih terjadinya *stock out*, *order delay*, *error order*, serta komplain pelanggan yang menunjukkan belum optimalnya sistem operasional perusahaan. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengambilan sampel menggunakan sampel jenuh dengan jumlah responden sebanyak 45 orang. Teknik analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa Order Management System berpengaruh positif terhadap Kinerja Operasional. Persediaan Digital juga berpengaruh positif terhadap Kinerja Operasional. Secara simultan, Order Management System dan Persediaan Digital berpengaruh signifikan terhadap Kinerja Operasional pada sembilan toko baja PT XYZ. Hasil penelitian ini menunjukkan bahwa semakin baik penerapan sistem pengelolaan pesanan dan digitalisasi persediaan, maka semakin meningkat pula efektivitas dan efisiensi operasional perusahaan.

Kata Kunci: *Order Management System*, Persediaan Digital dan Kinerja Operasional

ABSTRACT
ORDER MANAGEMENT SYSTEM AND DIGITAL
INVENTORY ON OPERATIONAL PERFORMANCE
(Study on PT XYZ Steel Shop)

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This study aims to determine and analyze the effect of the Order Management System and Digital Inventory on Operational Performance at nine steel stores of PT XYZ. This research was motivated by the occurrence of stock outs, order delays, order errors, and customer complaints which indicate that the company's operational system has not been optimized. The research method used was quantitative with descriptive and verification approaches. The sampling technique used saturated sampling with a total of 45 respondents. Data analysis was conducted using multiple linear regression. The results showed that the Order Management System had a positive and significant effect on Operational Performance. Digital Inventory also had a positive and significant effect on Operational Performance. Simultaneously, the Order Management System and Digital Inventory significantly affected Operational Performance at PT XYZ steel stores. These findings indicate that the better the implementation of order management systems and digital inventory systems, the higher the operational effectiveness and efficiency of the company.

Keywords: Order Management System, Digital Inventory, Operational Performance