

ABSTRAK

Kalfajrin Kurniaji (1303767), **Analisis Rekayasa Ulang Dimensi Fisik/Teknik (Physical/Technical Layer) terhadap Kinerja Organisasi (Studi Pada Indonesian Trade Promotion Center- Busan, Korea Selatan)**, dibawah bimbingan Dr. Hj. Sumarti, MP dan Dr. Chairul Furqon, S.Sos.MM.

ITPC Busan merupakan lembaga perwakilan Kementerian Perdagangan Indonesia di Korea Selatan yang memiliki tugas dan fungsi untuk meningkatkan nilai ekspor nasional khususnya ke Korea Selatan. Pentingnya peran ITPC Busan, dalam menghubungkan perdagangan antar Indonesia-Korea, maka dilaksanakan evaluasi dalam rangka peningkatan kinerja organisasi dan untuk meningkatkan kinerja organisasi, maka perlu dilaksanakan rekayasa ulang proses bisnis pada dimensi fisik/teknik.

Penelitian ini pada menggunakan metode observasi, dokumentasi serta dilengkapi deskriptif dan verifikatif. Populasinya adalah konsumen dari ITPC Busan yaitu eksportir Indonesia dan importir Korea Selatan yang berjumlah 129 perusahaan. Berdasarkan perhitungan sampel menggunakan rumus *Issac* dan *Michael*, diperoleh 98 perusahaan terdistribusi secara proposional. Teknik pengumpulan data yang digunakan adalah wawancara serta angket secara *online*. Untuk mengukur besaran pengaruh Rekayasa ulang struktur proses, rekayasa ulang struktur teknologi dan rekayasa ulang struktur organisasi terhadap kinerja organisasi, digunakan teknik regresi berganda dengan menggunakan *software SPSS* versi 23.

Hasil penelitian menggambarkan bahwa rekayasa ulang struktur proses berupa inquiry, promosi dan pameran, rekayasa ulang struktur teknologi berupa website, aplikasi *smartphone*, digital brosur dsb, sedangkan rekayasa ulang struktur organisasi berupa penambahan staff KBRI dan staff magang. Adapun efektifitas rekayasa ulang struktur proses cukup tinggi, efektifitas rekayasa ulang struktur teknologi tinggi, efektifitas rekayasa ulang struktur organisasi cukup tinggi, tingkat kinerja organisasi tinggi. Rekayasa ulang struktur proses, rekayasa ulang struktur teknologi dan rekayasa ulang struktur organisasi memiliki pengaruh positif baik itu secara simultan maupun parsial terhadap kinerja organisasi.

Kata kunci : Rekayasa ulang proses bisnis, Dimensi fisik/teknik, Kinerja organisasi

Kalfajrin Kurniaji, 2017
ANALISIS REKAYASA ULANG DIMENSI FISIK/TEKNIK (PHYSICAL/TECHNICAL LAYER) TERHADAP KINERJA ORGANISASI

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ABSTRACT

Kalfajrin Kurniaji (1303767), **Analysis of Reengineering Physical / Technical Layer toward the Performance of Organization (Studies at Indonesian Trade Promotion Center-Busan, South Korea)**, supervised by Dr. Hj. Sumarti,. MP and Dr. Chairul Furqon, S.Sos.MM.

ITPC Busan is the representative office of Indonesian Ministry of Trade in South Korea which has a duty to increase the export value to South Korea. The important role of ITPC Busan is to connect between Indonesia-Korea trade, so they evaluated periodically in order to improve organizational performance. Improving organizational performance, it is necessary to implement business process reengineering of physical / technical layer.

This research used the method of observation, documentation and include descriptive verification. Population is costumer of ITPC Busan devided as Indonesian exporters and South Korean importers totaling 129 companies. Based on the sample calculations using Issac and Michael formula, acquired 98 companies distributed proportionally. Data collection techniques are interviews and online questionnaires. To measure the magnitude of the effect of process structure reengineering, technological structure reengineering and organizational structure reengineering toward organizational performance, it use multiple regression techniques using SPSS software version 23.

The result describe that process structure reengineering includes inquiry, promotions and exhibitions, technological structure reengineering includes website, smartphone, digital brochure, etc., while organizational structure reengineering includes an addition of the Embassy staff and intern staff. The effectiveness of process structure reengineering is high enough, the effectiveness of technological structure reengineering is high, effectiveness of organizational structure reengineering is quite high, and levels of organizational performance is high. Process structure reengineering, technological structure reengineering and organizational structure reengineering has a positive influence both simultaneously and partially toward organizational performance.

Keywords: Business Process Reenginering, Physical/technical layer, and Organizational Performance.