

DESIGNING SALES AND E-COMMERCE MODULE USING ERP ODOO TO ENHANCE SALES EFFICIENCY AT PT XYZ

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ABSTRACT

SHAKIRA MAHARANI. Designing Sales and E-Commerce Module using ERP Odoo to Enhance Sales Efficiency at PT XYZ. Supervised by TAUFIK DJATNA and INDAH YULIASIH.

This research addresses the unintegrated sales process at the PT XYZ, which relied on manual methods such as spreadsheets, leading to operational inefficiency, risk of data entry errors, and slow access to real-time product stock information. The objective of this study was to design and develop an integrated Sales and E-commerce module using the Odoo ERP platform to automate workflows, improve data accuracy, and enhance the operational efficiency of the sales team. The methodology utilized a design thinking approach, from user requirement analysis and business process modeling to prototype development on Odoo V17, validated through User Acceptance Testing (UAT) and efficiency measurement. The results showed that the developed prototype successfully met all user requirements. The key finding was a significant increase in operational efficiency—84% for the Sales module and 89% for the E-commerce module—with a user acceptance rate of 94-95%. The implications are that the designed Odoo ERP system is a proven and effective solution for overcoming issues of data integration and manual processes, supporting the company's digital transformation by providing a centralized, accurate, and efficient sales platform.

Keywords: E-Commerce, Efficiency, ERP Odoo, Sales Module.

ABSTRAK

SHAKIRA MAHARANI. Desain Modul *Sales* dan *E-Commerce* Menggunakan ERP Odoo untuk Meningkatkan Efisiensi Penjualan pada PT XYZ. Dibimbing oleh TAUFIK DJATNA and INDAH YULIASIH.

Penelitian ini dilatarbelakangi oleh proses penjualan di PT XYZ yang tidak terintegrasi dan masih mengandalkan metode manual seperti spreadsheet, sehingga menyebabkan inefisiensi, risiko kesalahan input data, dan lambatnya akses terhadap informasi stok produk secara real-time. Tujuan dari penelitian ini adalah merancang dan mengembangkan modul Penjualan (*Sales*) dan E-niaga (*E-commerce*) yang terintegrasi menggunakan platform ERP Odoo untuk mengotomatisasi alur kerja, meningkatkan akurasi data, dan efisiensi operasional tim penjualan. Metodologi yang digunakan mencakup pendekatan design thinking, mulai dari analisis kebutuhan pengguna, pemodelan proses bisnis, hingga pengembangan prototipe pada Odoo V17 yang divalidasi melalui Pengujian Penerimaan Pengguna (*User Acceptance Test - UAT*) dan pengukuran efisiensi. Hasil penelitian menunjukkan prototipe yang dikembangkan berhasil memenuhi seluruh kebutuhan pengguna. Temuan utama adalah sistem ini mampu meningkatkan efisiensi kerja operasional secara signifikan, yaitu sebesar 84% untuk modul Penjualan dan 89% untuk modul E-niaga, dengan tingkat penerimaan pengguna mencapai 94-95%. Implikasinya, sistem ERP Odoo yang dirancang ini terbukti menjadi solusi efektif untuk mengatasi masalah integrasi data dan proses manual, serta mendukung transformasi

digital perusahaan dengan menyediakan platform penjualan yang terpusat, akurat, dan efisien..

Kata kunci: *E-Commerce*, efisiensi, ERP Odoo, modul penjualan

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DESIGNING SALES AND E-COMMERCE MODULE USING ERP ODOO TO ENHANCE SALES EFFICIENCY AT PT XYZ

Undergraduate Final Report
one of the requirements for obtaining a degree of
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at
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PREFACE

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