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THE IMPLEMENTATION OF SAP TO ENHANCE OPERATIONAL EFFICIENCY: CASE STUDY OF HANON SYSTEMS (THAILAND) CO., LTD.

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ABSTRACT

The purpose of this research was to observe and identify the factors of Systems, Applications and Products in Data Processing (SAP) affecting the operational efficiency of Study of Hanon Systems (Thailand) Co., Ltd. staff in Rayong districts. Questionnaires were used as a means for data collection from a sample of 85 Hanon Systems (Thailand) Co., Ltd. It was revealed that implementation of SAP led to operational efficiency at Hanon Systems (Thailand) Co., Ltd. in Rayong districts at high level. There were 4 key success factors of SAP system that influenced operational efficiency of the Hanon Systems (Thailand) Co., Ltd. staff, i.e., quality of SAP: SAP had password of an access to the operational system; information quality of SAP were timely and reliable; information usage: SAP were convenient, less complex and easy to use and effects on staff: staff were required to participate in SAP training programs regularly. All these factors affected the operational efficiency in 3 aspects: i.e., cost effectiveness, timeliness and, and quality of works.

KEYWORDS:

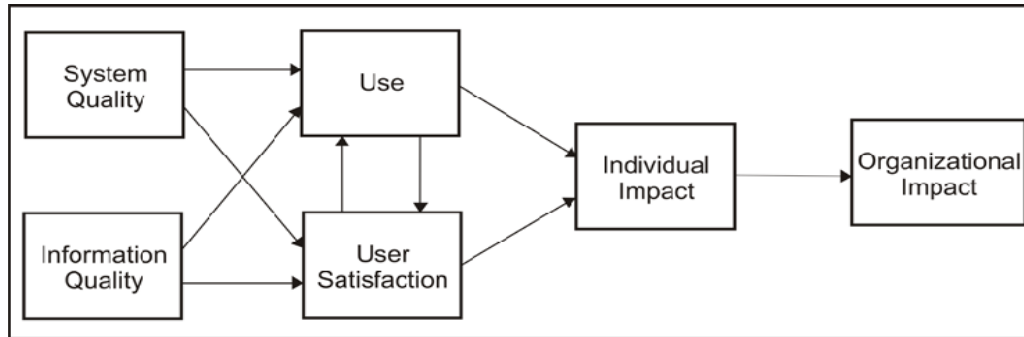
SAP, Enhance Operational, Efficiency, Implementation.

INTRODUCTION

The Information technology systems have evolved rapidly to provide convenience, speed, modernity, benefits and maximum efficiency (DeLone and McLean IS Success Model (1992) The present, the administration of the private sector or Even government agencies themselves have to adapt to be suitable, consistent and up to date .the achieve success, efficiency and achieve the objectives, vision and goals of the organization (Bhunyarit,Vichit.(2555). The purpose of this study is to examine the mediator roles of attitude toward the web site and user satisfaction on the effect of system quality on net benefit. A new conceptual model for web site success is developed based on previous models in the literature (Mustafa Emre Civelek, PhD Candidate, .2016)

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DeLone and McLean IS Success Model (1992) (Petter et al., 2008, p. 237)

OBJECTIVES

The main objective of the study is to observe and identify the factors of Systems, Applications and Products in Data Processing (SAP) affecting the operational efficiency of Study of Hanon Systems (Thailand) Co., Ltd. staff in Rayong districts. Questionnaires were used as a means for data collection from a sample of 85 Hanon Systems (Thailand) Co., Ltd.

METHODOLOGY

85 supporting staffs of Hanon Systems (Thailand) Co.,Ltd. of were asked through questionnaire to measure operational efficiency, systematic quality, information systems, use of were convenient, less complex, easy to use; and effects on staff. Five Rating Scale(1=lowest,2=low, 3=moderate, 4=high, 5=highest). For the achievement, the supply and use of resources, Process, and the satisfaction of all parties. Collected data were statistics analyzed by t-test, F-test (ANOVA and MANOVA), multiple regression analysis.

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics for Keys Success Factor The Hanon Systems (Thailand) Co.,Ltd.

Keys Success Factor	\bar{X}	S.D.	Level of opinion	Rating scale
1. Quality of SAP	4.01	0.68	high	1
2. Quality of Information System	4.01	0.69	high	2
3. Information usage	4.01	0.81	high	2
4. User satisfaction	3.79	0.70	high	4
5. Impact in personal	4.01	0.82	high	3
6. Impact in organization	3.73	0.75	high	5
	4.03			6
Total	3.93	0.74	high	

1. The table shows the overall Keys Success Factor. When considering each aspect, it was found that the supportive factors were at the high level the first was Quality of SAP (mean=4.01, S.D.=0.68), Quality of Information System (mean=4.01, S.D.=0.69), User satisfaction (mean=4.01, S.D.=0.70), Information usage (

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mean=3.79,S.D.= 0.81) ,Impact in personal(mean=3.73,S.D.= 0.82)the Finally was Impact in organization(mean=3.73,S.D.= 0.82).

Table 2.Descriptive Statistics for efficiency of operational the Hanon Systems (Thailand) Co.,Ltd.

Efficiency of operational	\bar{X}	S.D.	Level of competency	Rating scale
1. Cost effectiveness	3.97	0.65	high	2
2. Timeliness	3.73	0.82	high	3
3. Quality of works	4.01	0.69	high	1
Total	3.96	0.70	high	

2. The table shows the overall Efficiency of operational. When considering each aspect, it was found that the Efficiency of operational were at the high level the first was Quality of works (mean=4.01, S.D. =0.69), Cost effectiveness (mean=3.97,S.D.=0.65), the finally was Timeliness (mean=3.73,S.D.= 0.82).

Table 3. Relationship between Keys Success Factor of SAP and efficiency of operational Hanon Systems (Thailand) Co.,Ltd.

Keys Success Factor of SAP	efficiency of operational			
	cost effectiveness	timeliness	quality of works	Total
1. quality of SAP	0.720**	0.720**	0.781**	0.740**
2. quality of Information System	0.750**	0.717**	0.795**	0.754**
3. Information usage	0.707**	0.717**	0.770**	0.731**
4. User satisfaction	0.794**	0.779**	0.810**	0.794**
5. Impact in personal	0.662**	0.718**	0.703**	0.694**
6. Impact in organization	0.720**	0.717**	0.770**	0.735**
Total	0.725**	0.728**	0.771**	0.741**

** Significance .01 **

3. The table shows that factors supporting the keys Success Factor of SAP and efficiency of operational were supporting staffs employees. Overall, there was a statistically significant relationship at 0.01 level with high correlation coefficient (r) (r = 0.741). At the .01 level, the first was User satisfaction (r = 0.794), followed

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by quality of Information System ($r = 0.754$) and quality of SAP ($r = 0.740$) Impact in organization ($r = 0.735$) Information usage ($r=0.731$), the finally was Impact in personal($r=0.694$).

The results discovered in this study.

1. This study was a data collection using questionnaires only. Result in limitation in data analysis to get accurate information for more comprehensive in the next research.

2. For data integrity, the researcher may add other variables that may be relevant or increase the population size sample to cover and more diverse.

ACKNOWLEDGEMENT

The relationship between System success factors SAP and employee performance are very valuable. The first is the quality of the system, followed by Impact on people Next is the quality of information, followed by Information use Second, the impact on the organization and the least was User satisfaction.

CONCLUSION

Executives should provide training for the SAP system for employees. In order to have an understanding and expertise in the work When using the SAP system to prevent errors in operations and to make the work in the SAP system the most efficient and worth the investment. Executives should develop SAP to be able to retrieve information more conveniently, faster and more comprehensive. To meet the needs of users.Executives and those involved should provide employees with an opinion on the problems arising from the use and needs of the employees, to provide information and guidance to the department that deals with the system. SAP will develop and improve in the future.

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