ABSTRACT

Order entry performance is a significant parameter for a successful of supply chain management. There is a must to correct an accuracy for order entry because it is the initial step in supply chain motion. The information of order detail goes through other functions, such as warehousing, manufacturing, financing, freight forwarder, shipping line, and transportation service provider. Once the order requests have been properly handled and achieved customers' fulfillment, the company can enhance customers' satisfaction, create core competency, and maintain competitive advantage. This research examined the relationship between technology system, information processing, human perception, effective communication and order entry performance.

The research methodology consisted of using a quantitative analysis where SAS program was applied for analyzing the data received from the questionnaire survey. Multiple Regression Analysis, Independent Sample T-Test and One-way Anova were used to find the relationship results. The survey data was gathered from 250 customer service employees in ABC Company, which included respondents who take care different zones of customers which are Greater China, South Asia, Southeast Asia, East Asia, Europe, and USA at 150, 30, 25, 25, 10 and 10 respondents accordingly. Thus, the findings showed that technology system, information processing, human perception and effective communication having positive relationship and significant effect on order entry performance.

The research finding showed that the most influential factor is information processing. Further result showed that demographic profile; age, marital status, and years of work experience, samples of the profile details handled in different countries and at different lead time of order entry also affect order entry performance. The findings of this research recommend that ABC Company should develop the order entry performance by mainly focusing on information processing that is the interpretation of customers' order requirement to meet their expectation and ensure that the correct order detail is entered into the system and sent to other functions in the supply chain.