

**SALES TRANSACTIONS OF REMAN BUSINESS IN
PT UNITED TRACTORS TBK**

Internship Report



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FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

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PT UNITED TRACTORS TBK**

Internship

Compiled and submitted to fulfil one of the requirements to achieve a Bachelor's
degree in the Management Study Program at the Faculty of Economics UII

Arranged By :

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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2025

DECLARATION OF AUTHENTICITY

I, the undersigned below:

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"I hereby declare that in writing this report titled *'Sales and Promotion of Reman Transactions at PT United Tractors Tbk'*, no work has ever been submitted by me to obtain a bachelor's degree at any university. To the best of my knowledge, this report does not contain any work or opinions written or published by others, except as properly cited and referenced. If, at any time in the future, this statement is proven to be false, I am prepared to accept any penalties or sanctions in accordance with the applicable regulations."

Yogyakarta, 21 November, 2025



(Bagas Arya Pambayun)

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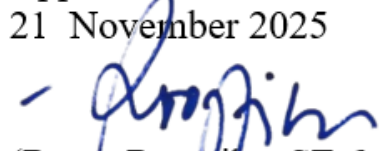
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On 21 November, 2025

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DEDICATION PAGE

The author realizes that the completion of this final project is not solely due to the author himself, but because of the assistance received from various parties. This assistance can be in the form of ideas, experience, energy, material, and other assistance. For that, the author would like to express his highest gratitude to:

1. Allah SWT for all His blessings and gifts that have made it easy to provide His invaluable help.
2. To my parents, my younger sibling, and my grandparents who continue to pray for me and give me encouragement, and in the end, I was able to complete this internship report without any obstacles or challenges.
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5. Report Supervisor, Mrs. Raden Roro Ratna Roostika S.E., MAC, Ph.D who has taken the time in the midst of her busy schedule to guide the author in completing this report.
6. I would also like to thank my friends who have supported me a lot in completing this internship report.
7. To all parties who have contributed directly and indirectly until this report can be completed.

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In order to finish this internship report proposal, the author is extremely grateful to Allah SWT for all of His favours and bounties. Alhamdulillahirabbil'Alamin. May the light of truth and peace eternally envelop our dear Prophet Muhammad S.A.W., who has led humanity out of darkness and into the light.

The author notes that the preparation of this study would not have been possible without the help, recommendations, and counsel of many people. This proposition would not have been achievable without their backing. As such, the writer wishes to convey his sincere gratitude and admiration to all concerned parties.

The author believes that a wide range of people can benefit from this suggestion. Many thanks for it.

Yogyakarta, 21 November, 2025

A handwritten signature in black ink, appearing to read 'Bagas Arya Pambayun', with a stylized flourish at the end.

Bagas Arya Pambayun

19311304

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ABSTRACT

PT United Tractors Tbk is a subsidiary of PT Astra International, serving as Indonesia's largest supplier of construction machinery and heavy equipment, as the exclusive distributor for products like Komatsu, UD Trucks, Scania, Bomag, and Tadano. This internship provided an excellent opportunity for authors to learn about the transaction system for buying and selling heavy equipment components. Here, the researcher how transactions are initiated up to their completion, which authors call "done billing."

At PT United Tractors Tbk, all transactions are conducted online through the SAP application, where all order data is monitored, ensuring there is no fraud in the transactions. This independent internship taught authors much about the buying and selling system for heavy equipment components, promoting products to prospective customers, planning for future maintenance, and setting operational targets for heavy equipment units.

authors part of the Service Division, specifically the PSBD OBD Department, which handles Reman transactions, selling components heavy equipment such as Engines, Transmissions, Axles, Cylinders, Pumps & Motors, and KCMR (Komatsu Certified Machine Rebuild). This internship at PT United Tractors has given authors hands-on experience in understanding the Reman heavy equipment component sales transaction system. This experience is very valuable for the author's future, as authors want to work in this company and deepen my knowledge in preparation for my career.

Keywords: PT United Tractors, PT Astra International, Transactions, Reman, Components heavy equipment, System transaction

CHAPTER I

INTRODUCTION

1.1 Companies Profile

PT United Tractors Tbk, founded in 1972, is a leading Indonesian company known for its strong presence in the heavy equipment, mining, and energy sectors. As a subsidiary of Astra International, United Tractors has grown to become a key player in the industry, offering a wide range of products and services, including construction machinery, mining equipment, and power generation solutions. PT United Tractors is a major Indonesian company operating across construction machinery, mining, mining services, construction industry, and energy sectors. It's a subsidiary of PT Astra International Tbk and has been listed on the Indonesia Stock Exchange since 1989. United Tractors. (2025). PT United Tractors is a leading heavy equipment distributor, mining contractor, and mining company in Indonesia. It operates through several segments, including Construction Machinery, Mining Contracting, Coal Mining, Gold Mining, and Energy. In 2023, it reported the consolidated revenues of Rp128.6 trillion, a 4% increase from Rp123.6 trillion in 2022, though net profits slightly declined to Rp20.6 trillion due to rising financial costs and foreign exchange losses United Tractors. (2024, Februari 27). The Construction Machinery pillar, which is run by the parent company PT United Tractors Tbk (UT) and its subsidiaries: PT Bina Pertiwi (BP), UT Heavy Industry (S) Pte. Ltd. (UTHI), PT United Tractors Pandu Engineering (UTPE), and PT Triatra Sinergia Pratama (TRIATRA), offer sales of various types of heavy equipment and transportation vehicles as well as their spare parts, attachments, and related services.

1.1.1 The mining contracting services

PT Bina Pertiwi (BP)

Bina Pertiwi sells and leases Kubota farm tractors, Kubota and Komatsu generators, Komatsu mini excavators and Komatsu forklifts, as well as sales of *commodity parts products*. BP also manages the 1×450 KW Kalipelus Mini Hydro Power Plant (PLTMH) in Banjarnegara, Central Java with an estimated production of 3 million kWh annually.

UT Heavy Industry (S) Pte. Ltd. (UTHI)

Based in Singapore as an international trade hub. Becoming an export-import hub for heavy equipment, spare parts, and engineering equipment made by UTPE/PATRIA. Opening access to foreign markets, as well as strengthening UT's supply chain lines globally.

PT United Tractors Pandu Engineering (UTPE)

With the PATRIA brand, UTPE is the backbone of engineering and manufacturing within the group. Producing local products such as dump trucks, trailers, vessels, heavy equipment attachments → reducing UT's dependence on imports. Supporting mining, construction, transportation, and maritime projects that are the core of UT.

PT Triatra Sinergia Pratama (TRIATRA)

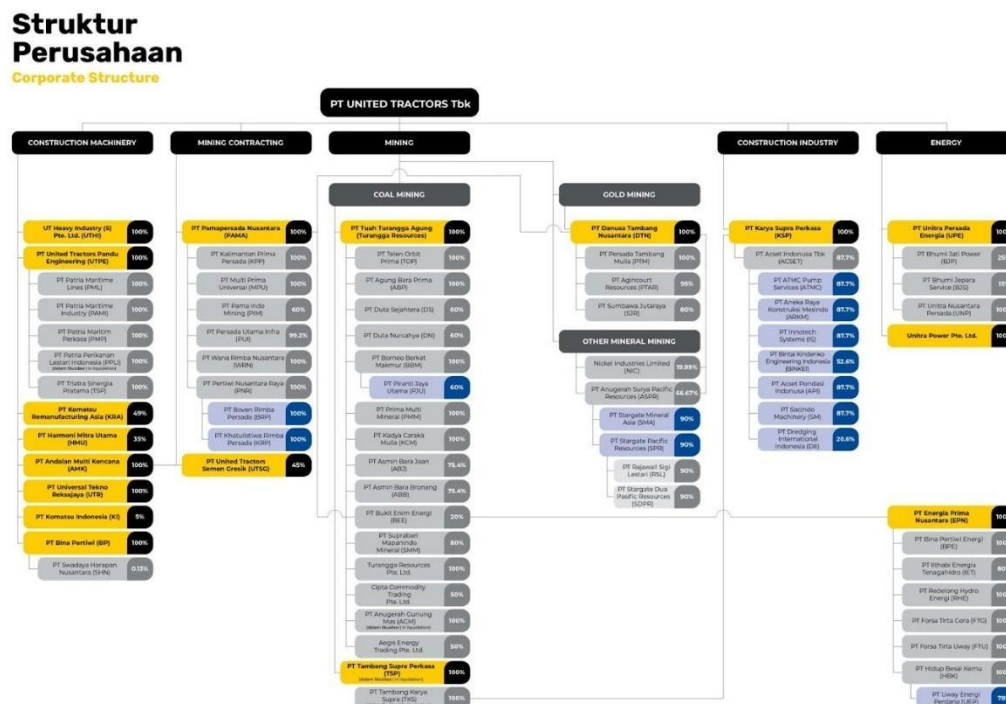
PT Triatra functions as an official distributor of PATRIA (UTPE) products and international brands such as Powerscreen, Terex, MB Crusher. Ensuring after-sales service, spare parts, and technical support are evenly distributed throughout Indonesia. UTPE's parts and services serve as an extension of our reach to customers.

The mining contracting services are carried out by PT Pamapersada Nusantara (PAMA) and its subsidiaries, PT Kalimantan Prima Persada (KPP) and PT Pama Indo Mining (PIM). PAMA is a leading mining contractor in Indonesia that has reliably supported the biggest local mining producers United Tractors. (2025). In the mining sector, business activities related to coal mining are carried-out by PT Tuah Turangga Agung (Turangga Resources) through its subsidiaries which own concession rights spread in various locations throughout Indonesia Turangga Resources. (2024) Through PT Suprabari Mapanindo Mineral (SMM), the Company operates a coking coal mine in Central Kalimantan Turangga Resources. (2025). Through PT Agincourt Resources (PTAR) and PT Sumbawa Jutaraya (SJR), the Company engaged in the exploration, mining, and processing of gold minerals in North Sumatera and Sumbawa, West Nusa Tenggara and through PT Stargate Pacific Resources (SPR) and PT Stargate Mineral

Saumi, A. K. (2022, 6 Desember). The Construction Industry business segment is run by PT Acset Indonusa Tbk (ACSET). Currently, ACSET is involved in several big and medium construction projects in Jakarta as well as in other cities all over Indonesia. In line with its business development strategy in the clean energy sector, the Company has established renewable energy as one of its transition strategies.

The development of its renewable energy portfolio is consolidated through PT Energia Prima Nusantara (EPN). With its subsidiary PT United Tractors, the company holds an internship program at PT United Tractors by offering students and recent graduates the opportunity to gain hands-on experience in a dynamic and professional environment. The program is designed to provide practical training, exposure to real-world projects, and mentorship from industry experts. Interns are integrated into various departments such as engineering, sales, marketing, finance, and human resources, allowing them to apply their academic knowledge to real business challenges.

Table 1.1 Company Structure



1.2 Background

One of Indonesia's top companies, PT United Tractors Tbk (UT), mainly works in the mining, energy, and heavy equipment industries. It is a division of Astra International, one of the biggest corporations in Indonesia. By providing a wide range of goods and services, including mining equipment, construction gear, and power generating solutions, United Tractors has emerged as a major force in these sectors.

1.2.1 Key Sectors:

1. **Heavy Equipment:** United Tractors provides machinery and equipment for industries like construction, forestry, and agriculture. The company represents well-known brands such as Komatsu, UD Trucks, Scania, and Tadano.
2. **Mining:** PT United Tractors is a significant player in the coal mining industry. It owns mining concessions through its subsidiary PT Pamapersada Nusantara (PAMA), one of Indonesia's largest mining contractors, managing mining operations for various companies.
3. **Energy:** In recent years, UT has expanded into the energy sector, investing in power plants and renewable energy projects to diversify its portfolio.

1.2.2 Achievements:

1. PT United Tractors is renowned for its operational excellence, which includes a focus on innovation and sustainability.
2. The company has been instrumental in supporting Indonesia's infrastructure and mining industries through reliable equipment and integrated solutions.

1.2.3 Corporate Vision and Mission:

1. To be the world-class solution-driven company in heavy equipment, mining and energy for the benefit of stakeholders.
2. Aspires to assist the customer to become successful by utilizing comprehensive understanding through continuous interaction.

3. Provides opportunities for our people to enhance their social status and self-fulfilment based on their performance.
4. Creates sustainable value-added for stakeholders by striking a balance between economic, social and environmental aspects.
5. Contributes to the nation's prosperity.

1.3 Problem Formulation

The issues in this report include:

1.3.1 Vendor Difficulties in Preparing Components

Vendors are struggling to prepare components due to unavailable stock or production failures that fail to meet requested deadlines. For example, there are instances where investors have not supplied the necessary components to process customer orders. Wang,(2021)

1.3.2 GR Goods Reserve Issues

Reserves of GR goods occur because the document processing for submissions after components are received takes too long. It is necessary to contact the ordering party when components involve different receiving points, requiring status verification and additional time.Chopra & Meindl, (2023)

1.3.3 GI Goods Component Issues

Problems with GI goods components include difficulties in verifying component data with unclear status and delayed site responses, which lead to delays in final reports and cause them to miss the month-end closing deadline. Additionally, website errors in placing orders for components with mismatched codes and prices—differing from those set by the head office, vendors, or initial agreements—create further complications. Chopra & Meindl, (2023)

1.3.4 Distributor Delivery Mismatches

Distributors need to be contacted regarding ordered components that are shipped to incorrect customer sites. Often, another distributor handling the respective customer must be contacted to resolve the issue. These challenges frequently arise in efforts to expedite deliveries to the correct destination. Rushton, Croucher, & Baker,(2022)

1.3.5 Incomplete Sales Data for Components

Component sales data often involves large nominal values, used as benchmarks indicating that components have been received by customers and planned for replacement schedules of heavy equipment units. However, a significant portion of this transaction data (Done Billing) for heavy equipment component sales remains incomplete. Chopra & Meindl, (2023)

1.4 Purpose of Internship

Interns at PT United Tractors are given significant responsibilities that align with the company's strategic objectives. Their roles often include:

1. Assisting in market research and analysis to explore new business opportunities.
2. Supporting engineering teams in the development and testing of equipment.
3. Engaging in project management tasks and contributing to business development initiatives.
4. Conducting financial analysis and preparing reports for management review.
5. Participating in sales and marketing campaigns to enhance brand visibility and foster customer engagement.

The program aims to equip interns with comprehensive industry knowledge and practical skills, develop their problem-solving and critical thinking abilities, and provide insights into the operational and strategic aspects of the heavy equipment and mining sectors. Professional growth is encouraged through mentorship and collaborative opportunities, fostering a well-rounded development experience.

1.5 Benefit of Internship

Not only do students benefit from this internship activity, but numerous other parties do as well. These advantages are experienced by:

1.5.1 Students:

- a. To make provisions prior to starting a career.
- b. The chance to learn more and comprehend how the world functions.
- c. Give a clear explanation of the process by which management choices are decided.

1.5.2 University:

- a. Give students chances to interact with the community.
- b. Assess students' capacity to apply the theory they have learned in lectures to the workplace.
- c. Merdeka Kampus Additional Universitas Islam Indonesia students may be able to seek for jobs through Certified Internship since they receive alumni signal

1.5.3 Company:

- a. A chance for pupils to learn more about the organization.
- b. Make use of students' skills to address issues the business faces.
- c. Gain fresh perspectives and innovative ideas from younger generations.

CHAPTER II

LITERATURE

2.1 Theoretical Review

This study aimed to examine and discuss the influence of Customer Experience quality and Customer Engagement, with the mediation of Customer Loyalty, which is thought to affect repurchase intention or, in other words, sales revenue achievement as company performance. The variables in this study were measured through dimensions of accessibility, service competence, customer recognition, commitment, customer value, trust, personalization, consistency, perceived quality, and customer confidence to make repeat purchases.

The number of respondents involved in this study was 200, all of whom were consumers of United Tractors who had purchased products and services from PT United Tractors. This research uses a qualitative approach with a questionnaire as the instrument. The analysis results of this study also show that customer loyalty can mediate the effect of Customer Experience and Customer Engagement on Repurchase Intention.

Research on PT United Tractors (UT) highlights the company's digital marketing and sales strategies, including its use of technology to improve customer engagement and drive sales. One significant aspect of UT's approach is its adoption of digital tools like fleet management systems and big data analytics, which enhance operational efficiency and customer service, especially for heavy equipment maintenance in industries like construction and mining. UT also uses cloud-based solutions and predictive maintenance technologies to prevent equipment downtime, which is crucial for maintaining smooth operations in its customer industries.

In terms of digital marketing and sales, UT employs a multi-faceted strategy that involves advertising, personal selling, and the use of digital platforms like UT Connect, which provides real-time updates and tracking for customers. This not only improves customer satisfaction but also strengthens long-term loyalty. Additionally, UT utilizes internal platforms like UOne for better employee engagement and operational efficiency.

These efforts are part of a broader digital transformation strategy aimed at aligning with Indonesia's Industry 4.0 goals, and the company's success in this area is supported by

partners like Microsoft, which provides cloud and AI solutions to further enhance its services.

A construction machinery and heavy equipment supplier provides a wide range of specialized machinery and tools essential for construction, infrastructure, mining, and other large-scale industrial projects. These suppliers offer equipment like excavators, bulldozers, cranes, loaders, dump trucks, and other heavy-duty machines used to move earth, lift materials, and carry out complex construction operations.

Construction Machinery

The Construction Machinery business pillar focuses on the sale of heavy equipment and transportation equipment. This business segment has been an important segment since the inception of United Tractors and offers a variety of reliable products that can support business activities in various sectors, such as mining, plantation, construction, forestry, as well as transportation and transportation.

United Tractors has been an exclusive distributor of Komatsu products in Indonesia since 1973. As the customer base develops and there is a need for products that can support fieldwork or other industries, United Tractors provides complementary products namely Tadano cranes, vibratory rollers Bomag and UD Trucks. The Company also adds Scania products to its product portfolio, including trucks and buses, which now have been supporting the public transport fleet of the Provincial Government of Jakarta.

United Tractors not only offers reliable products to its customers, but also offers a comprehensive range of services, such as:

- Field Consultation
- Optimum Machine Recommendations
- Machine Inspection Program
- Heavy Equipment Monitoring Program
- Remanufacturing and Reconditioning
- Training for Mechanics and Operators
- UT Call 1500072 – 24/7 customer service
- After Sales Service Guarantee

In addition, the Company also offers product engineering services and sales of other products such as engine components and attachments, through several subsidiaries. Specifically, the Company established a subsidiary of PT United Tractors Pandu Engineering (“UTPE”) to offer engineering and manufacturing services for heavy equipment components and attachments, PT Komatsu Remanufacturing Asia (“KRA”) and PT Universal Tekno Reksajaya (“UTR”) to offer engine reconditioning services, and PT Bina Pertiwi (“BP”) to sell and lease Kubota agricultural tractors, Kubota and Komatsu generators, Komatsu mini excavators and Komatsu forklifts, as well as sales of commodity parts products.

Key Products and Services:

1. Earthmoving Equipment:

Excavators, bulldozers, and loaders are used for digging, levelling, and moving earth or other materials.

2. Lifting Equipment:

Cranes, forklifts, and telehandlers for lifting and moving heavy materials or equipment.

3. Road Construction Machinery:

Pavers, compactors, and graders are used in building and maintaining roads and other surface infrastructure.

4. Mining Equipment:

Large machinery such as draglines, drilling rigs, and hauling trucks designed for mining and extracting raw materials.

Industry Role:

These suppliers play a critical role in supporting the infrastructure development, construction, and mining industries by offering high-quality, durable, and reliable machinery, ensuring that operations can proceed efficiently and safely. Leading companies in this sector also offer financing options, rentals, and training to customers to optimize the use of equipment.

2.2 Digital Marketing Strategy Process

Methods for Handling Remanufactured Component Sales Transactions

2.2.1 Order Management

- **Receiving Customer Orders:** Orders can be received via email, SAP, and phone. Check whether the components can be manufactured within the specified timeframe. All transactions can be conducted through SAP and email, as all data is stored in SAP.
- **Order Confirmation:** Confirm order details with the customer, including component specifications, quantities, prices, and delivery schedules. Use Microsoft Teams for internal communication to confirm stock availability and prepare sales orders.

2.2.2 Component Stock Check

- **Checking Component Stock:** If the components are available in the warehouse, there is no need to order from a vendor. If the requested components are not in stock, a Purchase Order (PO) is submitted to the vendor to build the customer's order.
- **Vendor Confirmation:** Create a purchase order letter to the vendor for manufacturing components as per customer request when RFU stock is unavailable. Always follow standard operating procedures (SOP) to ensure components are "Ready for Use" before sending them out.

2.2.3 Quoting and Invoicing

- **Prepare Quotes:** Create detailed quotes using standard templates in Microsoft Word or Excel, which can be shared via Teams or email. Include component details, pricing, sales terms, and delivery schedules.
- **Customer Approval:** Send the quote to the customer for approval. Use Teams or email for communication and keep records of the approval.
- **Create Invoices:** After the quote is approved, generate invoices in SAP reflecting the quantity and price of the components. Send the invoice to the customer through Teams or email and monitor through SAP and UT Site.

2.2.4 Order Processing and Fulfilment

- **Order Preparation:** Prepare components for delivery, including quality checks and packaging. Update the order status in the inventory management system.
- **Logistics Coordination:** Arrange transportation and delivery of components. Use Teams to coordinate with the logistics team and track delivery status.

2.2.5 Delivery and Installation

- **Delivery Confirmation:** Confirm delivery with the customer and update the delivery status in the system. Obtain delivery receipts or proof of delivery documents.
- **Installation Support:** If installation is required, coordinate with the service team to schedule and complete the installation. Use Teams for communication and documentation of the installation process.

2.2.6 Feedback and Customer Support

- **After-Sales Support:** Provide after-sales support to address customer issues or inquiries. Use Teams for support tickets and track issue resolution.
- **Feedback Collection:** Gather customer feedback using surveys or feedback forms shared via Teams or email. Analyse feedback to improve future transactions and customer satisfaction.

2.2.7 Documentation and Data Recap

- **Transaction Records:** Maintain detailed records of each transaction, including order details, quotes, invoices, delivery receipts, and customer communications. Store data in SAP or Teams for centralized document storage and easy access.

- **Performance Tracking:** Track key performance indicators such as order fulfillment time, customer satisfaction, and sales volume.
- **Periodic Reviews:** Conduct regular reviews of sales transactions to ensure compliance with company policies and standards. Use Teams for review meetings and collaborative analysis.

The position in the service division involves being part of the operational support team at PT United Tractors Tbk, providing maintenance and repair services. This includes assisting branches/sites with transactions related to the purchase and sale of Komatsu and non-Komatsu heavy equipment components. The PSBD OBD department performs control and management functions over the overhaul process of heavy equipment components, starting from component procurement to warranty monitoring. The procedures include supervision and management of every overhaul job and component transaction.

2.3 Direct selling

Direct selling is a marketing and distribution method in which products are sold directly to consumers without going through third-party retailers or distributors. This model typically relies on personal relationships, product demonstrations, and direct interaction between sellers and buyers. According to WFDSA (2023), direct selling emphasizes trust, social interaction, and personal networks as the keys to success. The form can be in the form of single-level selling, party-plan, multi-level marketing, to direct-to-consumer (D2C) models through digital channels (Indeed, 2025; Seow, 2022).

In its development, direct selling has also transformed by utilizing social media, live-streaming, instant messaging applications, and digital platforms as new sales channels. This makes the direct selling model more flexible and relevant to modern consumers.

As the largest distributor of heavy equipment in Indonesia, PT United Tractors Tbk (UNTR) basically does not use a direct selling scheme in the form of *retail consumer goods* such as MLM, but applies the principle of direct selling in the context of B2B (business-to-business). The company sells heavy equipment, spare parts, and after-sales service directly to corporate customers such as mining, construction, plantation, and energy companies.

Direct selling features at United Tractors include:

1. **Direct interaction** with customers through sales and technical support teams.
2. **Customer engagement** through product presentations, unit demos, and live trials at the project site.
3. **After-sales service & remanufacturing** through more than 40 workshops and support points in Indonesia, ensuring a continuous relationship with customers.
4. **A digital approach** with the use of SAP, digital dashboards, and customer portals to accelerate communication and services.

In other words, United Tractors applies the concept of **B2B direct** selling, where personal relationships, trust, and continuous service are the main factors, in line with the principles described by WFDSA (2023) in a global context.

2.3.1 Types of Direct Selling

Single-level Direct Selling Sellers directly interact with consumers face-to-face, such as door-to-door, or through 1-on-1 online presentations. Commissions are received only from sales made by themselves, not from the hiring of team members. (*Indeed Editorial Team, 2025*)

Party-Plan Sales (Host Sales) Sales that are conducted in social groups, such as an event at home or a friend/family gathering, where the host invites the host to listen to a product presentation. Sellers can profit from direct sales as well as activities organized by the host. (*Indeed Editorial Team, 2025*)

Multi-Level Marketing (MLM)/Network Marketing Model, where distributors not only earn commissions from their personal sales, but also from the sales of distributors they recruit (downlines). This tiered structure allows for additional revenue from the network. (*Indeed Editorial Team, 2025*); another mention in the direct selling literature study

Direct-to-Consumer/Direct Sales Mode Model, where manufacturers sell directly to consumers without intermediaries such as retailers or wholesalers. It can be done via online, catalogs, or pop-up stores that are directly managed by the manufacturer. Study "Multi-Product Sales Mode Selection..." Discuss Direct Sales mode as one of the options in distribution mode.

Reselling / Traditional Retail Mode vs Agency Mode vs Direct Sales The latest literature mentions three modes in distribution: *direct sales mode* (direct to consumer producer), *reselling mode* (producer to retailer → consumer), and *agency mode* (producer determines price and sells through agents who get commissions). This model is discussed in the context of the choice of product marketing/sales strategy mode in e-commerce.

While not all original sources refer to this as a formal "type" of direct selling, some studies see direct selling through interactive channels: websites, microsites, online communities, live chat, social media, as modern variants of traditional direct selling. For example, research on the implementation of direct selling in the automotive sector mentions direct channels + interactive marketing + alternative media. [UHAMKA Journal](#)

2.3.2 Direct selling indicators

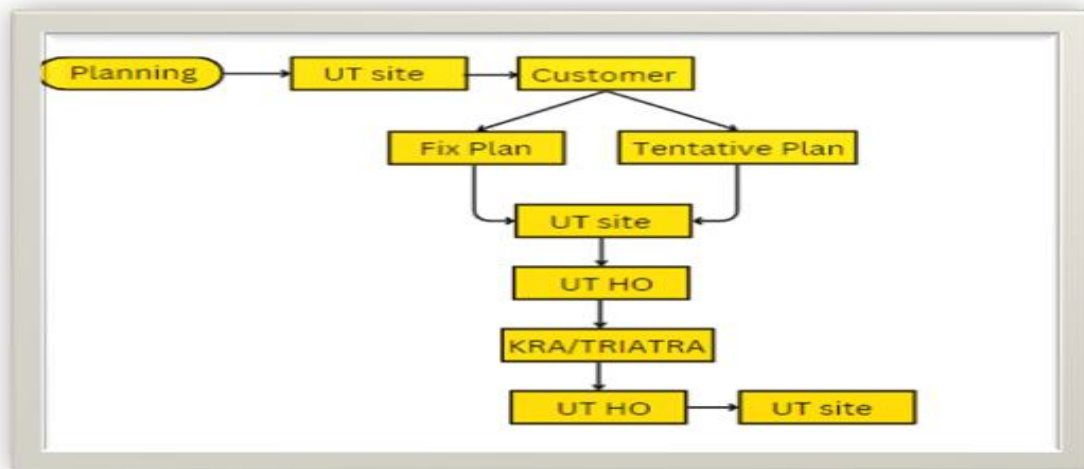
Some of the indicators used to measure direct selling performance include customer retention rate, average order value (AOV), and number of distributor recruitments as a measure of network growth. In addition, personal sales volume, team sales volume, and customer acquisition cost (CAC) are also used to assess the effectiveness of individual and team sales. (MLMTrend, 2024; TheModeler.com, 2024; Global Growth Insights, 2025) several direct selling indicators are as follows:

- 1) Face to face selling: Attractiveness, Politeness, Friendliness, Product Mastery and alertness and marketing in answering questions.
- 2) Telemarketing: Timeliness of calling, politeness, friendliness and marketing when talking on the phone.
- 3) Online marketing: an activity or effort to market products or services carried out through actively connected internet media.

2.3.3 Type of reman transaction

The types of transactions used by Reman at PT United Tractors are PTA (Equipment Exchange Program), Surcharge and Ordinary, each of which has its own transaction pattern, as explained below.

Table 2.1 Plan transaction component



Planning The UT Site serves as the planning hub for job sites. Planning is divided into two types: **Fix plan** and **Tentative Plan**.

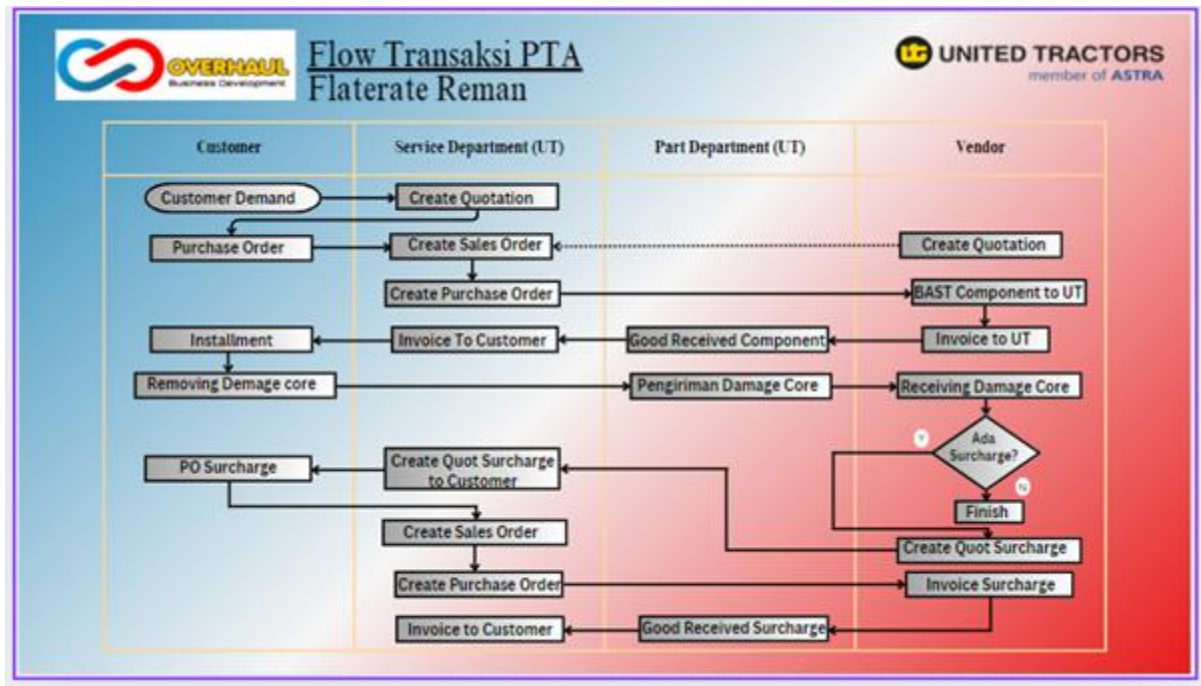
1. **Fix plan:** This planning is conducted one month before the installation execution for the units.
2. **Tentative Plan:** This planning is conducted 2 to 6 months before the installation execution for the units.

Once the data for both Fix plan and Tentative Plan has been collected from the sites, the UT Site sends this data to UT HO (Head Office) for validation checks and compilation of all plans from the job site/UT Site.

After the component data is validated, UT HO sends the planning data to the principals, in this case, KRA and TRIATRA, as a basis for component preparation.

When the components are ready, UT HO ensures that the planning will indeed be executed and verifies that the documentation aligns with the customer's Purchase Order (PO). Once the documents are complete, the components that are RFU (Ready For Use) are allocated to the customer's PO.

Table 2.2 one example of a reman transaction table



This is one of the transaction patterns for PTA Flatrate, where an additional transaction surcharge is applied if the customer's component has issues, such as damage. In such cases, we repair the performance of the component to be close to that of a new one. If the customer's component is missing parts or has damage like dents or holes, these situations incur additional surcharge costs.

The Reman transaction types are divided into two categories: PTA and Ordinary. PTA itself is further divided into three subcategories:

1. **PTA - Flatrate / RMFL:** Transactions with an additional surcharge.
2. **PTA - Fixrate / RMFI:** Transactions without an additional surcharge.
3. **Surcharge / RMSU:** Additional charges from the Flatrate.

Ordinary Transactions:

1. **Ordinary / RMOR:** Building components from the core.

Additionally, there are transactions outside the main Reman transactions, such as direct sales, where a customer buys and immediately takes the item, similar to buying

something from a store, and overall transactions that include maintenance and installation, referred to as package transactions:

1. **Direct sales / RMDS:** Direct sale with core.
2. **Reman GOH / RMGH:** Package transactions for Reman products.

Transaction components that are pending DO TO, GI and GR

2.4 Inbound and Outbound Processes at PT United Tractors Reman Consumer Behaviour

2.4.1 Inbound Process

The inbound process at PT United Tractors Reman is the initial stage in the remanufacturing workflow, which functions as an entry point for used parts or cores to be remanufactured. These components are generally returned from customers or from United Tractors' after-sales divisions spread across various regions in Indonesia.

Inbound Stages:

2.4.1.1 Component Receiving:

Used components arrive at the UT Reman facility and are recorded by the logistics team. This process includes verifying the type of component, quantity, and identity of the sender.

2.4.1.2 Document Inspection:

Shipping documents such as Delivery Order (DO), Packing List, and Return Form are checked to ensure that the data matches the physical and administrative data.

2.4.1.3 Visual Inspection and Identification:

The technical team conducts an initial visual inspection of the components to determine the physical condition and the possibility of severe damage that cannot be remanufactured.

2.4.1.4 Labeling and System Input:

Components that pass the initial inspection are given an identity label and entered into the information system for tracking and traceability processes.

2.4.1.5 Temporary Storage:

Components that have been received are stored in the inbound storage area until they are scheduled to enter the remanufacturing process line.

Inbound Process Objectives:

1. Ensure that components received are suitable for remanufacturing.
2. Ensure data accuracy between physical and documentation.
3. Avoid further damage due to initial handling errors.

2.4.2 Outbound Process

After the components have been remanufactured, the next stage is the outbound process, which is the release of remanufactured goods to be redistributed to customers or United Tractors operational units.

Outbound Stages:

2.4.2.1 Final Quality Inspection:

Every Reman component that has been produced will go through a final inspection process by the quality control team to ensure that the technical specifications and performance are in accordance with standards.

2.4.2.2 Product Documentation and Certification:

Products that pass the final inspection will be equipped with supporting documents such as a Certificate of Conformance (CoC), and functional test results (test reports).

2.4.2.3 Packaging:

Components are packaged according to safety and shipping durability standards to prevent damage during distribution.

2.4.2.4 Creating Shipping Documents:

Shipping documents such as Delivery Notes and Delivery Orders are created to support smooth distribution and administrative records.

2.4.2.5 Shipping to Customers or Branches:

Products are sent to their final destination, either directly to end customers or to United Tractors branches, with a tracking system that ensures traceability of goods.

Outbound Process Objectives:

1. Ensure that the remanufactured products delivered have the same performance and quality as new products.
2. Support customer satisfaction through on-time delivery and complete documentation.
3. Create distribution efficiency in the remanufactured component supply chain.

Understanding consumer behaviour at PT United Tractors Reman (UT Reman) is essential to improving customer service and satisfaction. Here are some aspects that can be considered:

1. Customer Experience Program: United Tractors has programs such as the Machine Inspection Program, Unit Monitoring Program, Undercarriage Inspection Program, and Product Support Training. These programs are designed to provide superior after-sales service and ensure that customer equipment operates optimally. [United Tractors](#)
0. 24-Hour Contact Center: United Tractors provides a 24-hour Contact Center that can be contacted at 1-500-072. This service allows customers to get technical support, spare parts orders, and other information anytime and anywhere. [United Tractors](#)
0. Market Analysis and Consumer Behavior: The company emphasizes the importance of analyzing consumer behavior, competitor activities, and industry

developments. This is done through surveys, focus groups, and other research methodologies to understand customer needs and preferences.[jobs.talentics.id](https://www.jobs.talentics.id)

1. **Training and Development:** United Tractors Pandu Engineering (UTPE), a subsidiary of United Tractors, is known for its ability to design custom products and manufacturing flexibility. They offer training and development to customers to ensure that the products and services provided are in line with the specific needs of the customers. [Dassault Systèmes](#)

2.4.3 Connection to Consumer Behavior

To link with consumer behavior, consider:

1. **Customer Expectations:** Customers expect quick turnaround times and high-quality remanufactured products.
2. **Perceived Value:** A well-managed outbound process increases trust and satisfaction due to timely delivery.
3. **Feedback Loop:** Customer satisfaction/dissatisfaction affects how they engage with future reman services.
4. **Decision Factors:** Efficient inbound (easy return process) and outbound (on-time delivery) can influence customer loyalty.

Table 2.3 influence consumer behaviour

Aspect	Influence
Inbound Efficiency	If customers can return used parts easily and transparently, they are more likely to use the Reman service again.
Lead Time (Outbound)	Fast processing and delivery of Reman components improve satisfaction and reduce downtime.
Product Quality Assurance	Proper inspection and Reman processes boost consumer trust.
Communication	Updates during both processes (e.g., tracking, repair status) enhance customer experience.
Sustainability Mindset	Customers might prefer reman services as an eco-friendly alternative if presented well by the company.

CHAPTER III

RESEARCH METHOD

3.1 Approach

This study used a qualitative approach to deeply understand how digital marketing affects sales of heavy equipment products in the Reman project, PT United Tractors. Creswell defined qualitative research as a type of study that examined and understands meaning in a range of people or groups of people that have social problems (Creswell, 2016). Qualitative approaches can be used to study social concerns, history, behaviour, concepts or phenomena, and community life.

The qualitative technique was selected, because it enabled researchers to examine phenomena in-depth and holistically through direct participant engagement. This study attempted to document the subtleties, viewpoints, and experiences of those working on the project through in-depth interviews and participatory observation. Researchers can study a more complicated environment by using the participant observation approach, which enabled them to secretly take part in the activities being watched in addition to observing the events that take place. This method enabled researchers to watch closely how participants interact with one another and comprehend how context influences performance. This allowed for more thorough qualitative data collecting and offers insights that may be applied to specific viewpoints in current research initiatives (Smith, 2015).

The research technique is a study in researching the regulations contained in the research, according to Masyhuri and M. Zainudin (2008:93). Sulisty-Basuki (2006:93) asserted that the research method is a technical statement of the research methodology. Research is a planned and methodical attempt to look into specific issues that need to be addressed as well as a systematic examination to expand knowledge. By examining the many factors that motivate researchers to carry out research, one may comprehend the nature of research. Everybody has diverse reasons for doing things, including being impacted by their own objectives and line of work. In general, the motive and goal of research are essentially the same: study reflected the human drive to always endeavor to know something.

3.2 Data Collections

In this qualitative research, the researcher used several data collection techniques aimed at obtaining in-depth information related to the inbound and outbound processes at PT United Tractors Reman. The data collection techniques used included:

3.2.1 Participatory Observation

The researcher conducted direct observation in the work environment of PT United Tractors Reman, especially in the logistics and warehouse sections. Observations were conducted during the internship period, where the researcher was directly involved in daily activities.

According to Spradley (1980), "participatory observation is a learning process through presence in a particular social environment, interacting with informants, and observing activities and symbols that occur in their daily lives."

This observation aimed to understand the work process, interactions between staff, and obstacles or efficiencies in implementing inbound and outbound activities.

3.2.2 In-depth Interview

Interviews were conducted with several key informants, such as warehouse supervisors, logistics staff, and system operators. Interviews were conducted in-depth and semi-structured, with open-ended questions so that informants could explain their views broadly.

According to Moleong (2012:186), "interviews in qualitative research are conversations conducted by two parties, namely the interviewer (researcher) and the informant, to obtain in-depth information about the subject being studied."

This technique is important for exploring the meaning, understanding, and direct experience of informants regarding their work processes.

3.2.3 Documentation

Researchers also collected data through company documents such as:

1. Inbound and Outbound SOP
2. Goods receipt and delivery forms
3. ERP/logistics systems
4. Weekly and monthly reports of operational activities

According to Sugiyono (2017), "documentation is a record of past events and can be in the form of writing, pictures, or monumental works from someone." This document is used to strengthen the results of observations and interviews, as well as triangulation data.

3.2.4 Data Triangulation

To maintain data validity, researchers conducted source triangulation and technique triangulation, namely comparing data from observations, interviews, and documentation.

According to Denzin (1978), "triangulation is a way to check the validity of data by utilizing something outside the data for checking purposes or as a comparison to the data."

3.3 Unit Analysis

The unit of analysis in this study focuses on how the marketing activities of buying and selling heavy equipment components affect the increase in sales profits of Reman products in the PSBDOBD (Product Support Business Development & Operation Department) Service Division at PT United Tractors. The main focus of this study is on the effectiveness of digital marketing strategies used to support inbound and outbound processes, and their impact on consumer behaviour in purchasing decisions. This includes understanding whether the components ordered are in accordance with the initial planning needs that have been agreed upon with the customer.

Data were obtained through in-depth interviews with management and mentors who were directly involved in marketing activities, as well as through participant observation conducted directly on operational activities in the field. Interview transcripts provided detailed insights into the digital marketing tactics used by the company, including the use of digital devices and platforms such as SAP and Sales Force provided by the company for operational systems, as well as communication media such as Email, Google Outlook, Microsoft Teams, and WhatsApp.

In addition, participant observation was conducted to gain a direct understanding of the implementation of inbound-outbound marketing and operational strategies in the workplace. The data collected included field notes, documentation of promotional and sales activities, and the use of information systems to support the sales process and customer service, along with teams spread across various locations such as branch teams and field teams that dealt directly with customers.

According to (Yin, 2019), data collection in case studies can come from various sources such as documents, archives, interviews, direct observation, participant observation, and physical artifacts. Therefore, a data triangulation approach is also used in this study to strengthen the validity and reliability of the data.

With this approach, this study is expected to provide a comprehensive picture of how the process of buying and selling heavy equipment components, especially through digital media, can influence consumer behaviour and encourage increased sales profits for Reman products at PT United Tractors.

3.4 Data Analysis

Internship is a form of experiential learning that provides students with the opportunity to understand the world of work directly. PT United Tractors as a large company in the heavy equipment and supporting services sector, provides a relevant environment for the development of students' technical and managerial competencies.

This study used a qualitative approach with data analysis techniques from Miles, (Huberman & Saldaña, 2022) which consisted of three main components: data reduction, data presentation, and drawing conclusions/verification.

3.4.1 Data Reduction

Data reduction is the process of selecting, simplifying, and transforming raw data into a more focused and meaningful form (Miles, Huberman & Saldaña, 2022).

During the internship process at PT United Tractors, data was collected through:

1. Direct observation of inbound and outbound goods activities.
2. Informal interviews with logistics supervisors and warehouse staff.
3. Documentation such as shipping checklist forms and incoming goods reports.

Data reduction results:

1. Focus on the goods receipt process (inbound), such as physical checking and SAP system input.
2. The goods release process (outbound) includes coordination between divisions and supporting shipping documents.
3. Obstacles that arise such as late delivery or data input errors.

"Data reduction is carried out continuously throughout the research process, not just after data is collected." (Miles et al., 2022)

3.4.2 Data Display

The reduced data is then presented in the form of tables, narratives, and diagrams to make it easier to understand and analyse further. The reduced data is then presented in the form of tables, narratives, and diagrams to facilitate understanding and further analysis. This presentation is done to provide a systematic overview of the inbound and outbound logistics process activities that occur at PT United Tractors Remanufacturing.

Table 3.1 Inbound & Outbound Process Data Presentation Table:

Activity	Information
Inbound	Physical checking of goods, data input to SAP, labeling and storage
Outbound	Preparation of delivery documents, verification of goods requests, delivery
Constraint	Human error in system input, delays in transport trucks, communication
Solution	Re-training SOP, use of barcode system, cross-team coordination

3.4.3 Conclusion Drawing

Initial conclusions began to form during the data collection process, along with the analysis of findings from observations, interviews, and document studies. This process is in line with the opinion of Miles, Huberman, & Saldaña (2022), who stated that in qualitative research, drawing conclusions is iterative and must be done continuously throughout the research process. Therefore, every conclusion that emerges must be systematically verified through data triangulation and validation between sources.

The results of the conclusions showed that students gain a comprehensive understanding of the inbound and outbound logistics processes at PT United Tractors Remanufacturing. This company implemented an SAP-based ERP (Enterprise Resource Planning) system, which required high accuracy in data input and intensive training for system users in order to run operational processes effectively.

In addition to technical aspects, soft skills competency has also proven to be an important factor in operational success. Skills such as effective communication, problem-solving skills, and good time management are crucial elements in carrying out logistics tasks efficiently.

Verification is done by comparing and matching data from various sources (cross-check), as well as through ongoing discussions with field supervisors to ensure the validity of the findings obtained. This is done to ensure that every conclusion drawn is not merely the result of assumptions but has gone through a strong confirmation process based on the principle of data validity in qualitative research.

CHAPTER IV

DESCRIPTION AND ANALYSIS OF DATA

4.1 Data Description

The data obtained during the internship at PT United Tractors Tbk, especially in the PSBD OBD Service (Reman) Division, was sourced from the results of field observations, in-depth interviews with supervisors and logistics staff, as well as documentation of inbound and outbound component activities. All operational activities are recorded using **the SAP (Systems, Applications, and Products)** system which functioned as the main platform to monitor the flow of component transactions, from receipt to delivery of goods to customers. Nozari, H., Sadeghi, M.E., Ghahremani Nahr, J., Najafi, S.E. (2022)

The focus of data collection is directed to five main aspects that are often a source of obstacles in Reman's business process, namely:

1. Vendor Difficulties in Preparing Components
2. GR (Goods Reserve) Issues
3. GI (Goods Issue) Problems
4. Distributor Delivery Mismatches
5. Incomplete Sales Data for Components

Each problem is analysed to understand the root cause, its impact on the supply chain, and the strategies implemented by the company in its improvement efforts. Van Schilt, I.M., et al. (2024)

4.2 Question interview

1. What are the main causes of delays in providing component stock by vendors? Is it due to production, logistics, or coordination issues with investors?
2. Why does the process of submitting goods reserve documents (GR) take a long time after the components are received? How can this process be accelerated?
3. What are the main challenges in contacting orderers to verify the status of component orders? How can the communication flow between related parties be improved?

4. What causes component data to have unclear status? Is the recording system or data integration the main cause?
5. Why does the website often experience errors in placing component orders with the wrong code and price? Are there system controls to prevent this from happening?
6. What are the main causes of component shipments to the wrong address? Is it due to data input errors, lack of confirmation, or other factors?
7. How can coordination between distributors and customers be improved so that deliveries are timelier and on target?
8. What are the main causes of delays in completing transactions (Done Billing) for heavy equipment component sales? Are they caused by technical or administrative constraints?
9. How is component sales data used to schedule replacement of heavy equipment unit components? Is there an automated system to facilitate this process?
10. Is there a regular evaluation mechanism to proactively identify and resolve these issues? How can new technology or systems help resolve these issues?

4.3 Data Analysis

No	Question	Answer
1	1. What are the main causes of delays in providing component stock by vendors? Is it due to production, logistics, or coordination issues with investors? 3. What are the main challenges in contacting orders to verify the status of component orders? How can the communication flow between related parties be improved?	Vendor Difficulties in Preparing Components: Vendor delays in preparing components are caused by limited production capacity, delays in raw materials, and schedule differences between the required plan and actual production. This condition had an impact on decreasing stock availability and was causing an order backlog. In addition to the vendor's internal factors, external factors such as customs regulations, logistics uncertainty, and tightening material quality also extend the waiting times. PT

		United Tractors anticipated by conducting Collaborative Planning, Forecasting, and Replenishment (CPFR) and evaluating vendor performance based on lead time and delivery accuracy indicators.
2	2.Why does the process of submitting goods reserve documents (GR) take a long time after the components are received? How can this process be accelerated? 4.What causes component data to have unclear status? Is the recording system or data integration the main cause?	GR (Goods Reserve) Issues: GR problems occurred when the goods receipt documents have not been processed immediately even though the physical goods have been received. This is generally due to delays in delivery documents from vendors, differences in storage and receipt locations, or delays in input processes due to the cost impact on SAPs. This condition caused a domino effect in the form of delayed accounting recording and a decrease in the transparency of stock data. The company then implemented an electronic verification procedure (e-approval workflow) to speed up the validation of GR documents.
3	5.Why does the website often experience errors in placing component orders with the wrong code and price? Are there system controls to prevent this from happening?	GI (Goods Issue) Component Issues: GI constrained relate to data input errors, un updated

	9.How is component sales data used to schedule replacement of heavy equipment unit components? Is there an automated system to facilitate this process?	transaction status, and price differences between central and branch SAP. This can lead to stock report mismatches and distribution delays. The main cause is human error and limited administrative supervision. To overcome this, periodic training (SAP refreshment training) and the implementation of a barcode tracking system are carried out to ensure the accuracy of data in and out of components.
4	6.What are the main causes of component shipments to the wrong address? Is it due to data input errors, lack of confirmation, or other factors? 7.How can coordination between distributors and customers be improved so that deliveries are more timely and on target?	Distributor Delivery Mismatches : This problem arose due to the delivery of goods to the wrong customer location due to a similar address, sudden changes from the customer, or out-of-sync communication between distributors. This condition can hinder the schedule of component replacement and lower the level of customer satisfaction. The company improved the system with two-way confirmation before delivery and real-time monitoring through a digital distribution dashboard.

5	8.What are the main causes of delays in completing transactions (Done Billing) for heavy equipment component sales? Are they caused by technical or administrative constraints? 10.Is there a regular evaluation mechanism to proactively identify and resolve these issues? How can new technology or systems help resolve these issues?	Incomplete Sales Data for Components: Most of the sales data of large value components is incomplete in the "Done Billing" system, thus hindering the evaluation of sales performance. The main causes are billing reporting delays, manual inputs, and lack of coordination between finance and logistics departments. To remedy this, PT United Tractors developed a web-based customer portal that allowed transaction monitoring, document verification, and automatic reminders for branches that have not completed the data.
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Example of Answer:

Vendor Difficulties in Preparing Components

R1: Currently the main obstacle is the readiness of the spare parts needed to assemble a component. The vendor is often late in preparing components so that the supply from the principal is also late. In my opinion, the focus of this problem is coordination. In terms of planning, the needs are clear and conveyed, only the mechanism from production to principal is still problematic.

R2: Delays in stock by vendors actually have many factors. One of them is because vendors are unable to meet our demands. For example, when we ask for an item, it turns out that the item is not available, so it must be rebuilt in manufacturing. The most frequent obstacle is delays in the provision of spare parts. In addition, there are also factors that take a long time in the assembly process, as well as the inspection of goods that require repairs before they can be used. For certain components, such as Scania, if

stocks are not available, the procurement process can take 2–3 months. This is because the status of the goods is "pre-order". So the majority of obstacles are indeed in spare parts.

GR (Goods Reserve) Issues

R3: Sometimes there are components that have been accepted, but the document status has not changed to *JR*. This happens because there are delays in the administrative process. The main cause is work patterns—usually waiting for a new deadline to be processed. To speed up, it is best to make a status change as soon as the goods are received so that they do not accumulate.

R4: Actually, there is a target that the GR process should not take more than 30 days. If it's more than that, we have to push to our branch friends and sites. Pak Yahya and I do monitoring every week. Causes of GR delay usually include:

The component has not yet been officially accepted on the site.

The components are still held at BPN because there are incomplete documents.

Execution in backward customers.

The customer's PO has not been received by HO.

To speed things up, we routinely conduct weekly *reconciliations* with branches, as well as pick up balls over the phone so that we don't just wait for an email response.

The main target is fixed: GR must be completed a maximum of 30 days after the goods are received.

GI (Goods Issue) Component Issues

R1: GI status that has not changed for a long time is generally caused by negligence on the part of the relevant parties, especially due to the customer's busy operations so that they forget to update the status. According to him, the SAP system has actually recorded the entire process well, so the main problem does not lie in the system, but in user control and discipline.

R5: In some systems, such as FMC, it already exists. But in Remand, not yet. Komatsu actually has an RMK system or "equip caps" that records the replacement of components. So if the engine or transmission is replaced, the data comes in, the lifetime is recalculated. But here, the system is not yet automated. Still needs manual updates. There is a great example in TrackNose, where major components can be clearly monitored. But the data input effort is still large.

Distributor Delivery Mismatches

R6: Delivery errors usually occur due to incorrect data input or miscommunication between PICs at the jobsite. The replacement of a PIC who is on leave and replaced by a temporary official (PJS) without a clear handover of work is also a contributing factor. The SOP actually requires a handover list so that the change of responsibility does not cause problems. If the mistake occurred due to leave and PJS has been appointed, then it is still understandable. However, if the error comes from a wrong input in the system, then it is purely an internal error that must be corrected immediately.

R7: Coordination can be improved through a shipment tracking system that is transparent to customers, so they know the position of the goods in real-time. Distributors also need to follow up regularly with customers to ensure receipt as planned. In addition, setting a clear SLA (Service Level Agreement) between the two parties can increase the certainty of delivery time.

Incomplete Sales Data for Components

R1: The main cause is on the customer's side, mainly because PO has not been fully released. Another obstacle is the completeness of the documents. Transactions must be *clean and clear*, including POs, BAST, and other supporting documents. If it is incomplete, billing will be delayed.

R9: Delays are usually due to administrative issues, such as incomplete GR/GI or incomplete supporting documents. From a technical perspective, it can be caused by an error in the integration of SAP-FI or a price mismatch with the contract. This makes the invoice unable to be made immediately.

4.4 Results Discussion

1. What are the main causes of delays in providing component stock by vendors? Is it due to production, logistics, or coordination issues with investors?
2. Why does the process of submitting goods reserve documents (GR) take a long time after the components are received? How can this process be accelerated?
3. What are the main challenges in contacting orders to verify the status of component orders? How can the communication flow between related parties be improved?
4. What causes component data to have unclear status? Is the recording system or data integration the main cause?
5. Why does the website often experience errors in placing component orders with the wrong code and price? Are there system controls to prevent this from happening?
6. What are the main causes of component shipments to the wrong address? Is it due to data input errors, lack of confirmation, or other factors?
7. How can coordination between distributors and customers be improved so that deliveries are timelier and on target?
8. What are the main causes of delays in completing transactions (Done Billing) for heavy equipment component sales? Are they caused by technical or administrative constraints?
9. How is component sales data used to schedule replacement of heavy equipment unit components? Is there an automated system to facilitate this process?
10. Is there a regular evaluation mechanism to proactively identify and resolve these issues? How can new technology or systems help resolve these issues?

Discussion

Vendor Difficulties in Preparing Components (Q 1 and Q 3)

The Effect of Vendor Delays on Component Stock Availability Delays from the vendor directly had an impact on the decrease in service level and the inhibition of the repair process of customer units. With long production lead times, the warehouse could not meet the demand in time. PT United Tractors overcame this through vendor diversification, synchronization of needs schedules, and regular monitoring of production capacity. (Hardik Meisheri, 2022)

GR (Goods Reserve) Issues (Q 2 and Q 4)

The Company's Efforts to Minimize Errors To speed up the process of receiving goods, the company has implemented a digital approval system on the SAP module, so that

document authorization can be done online without waiting for physical documents. In addition, cross-departmental supervision is carried out between the logistics and accounting departments so that the GR process runs synchronously and efficiently. (S Tiwari, 2020)

GI (Goods Issue) Component Issues (Q 5 and Q9)

Impact of GI Errors on Component Distribution Errors in the GI stage caused delays in the delivery of goods, stock mismatches, and disruptions to the customer's component replacement schedule. The long-term impact is a decline in customer trust in the reliability of services. Therefore, the company strengthened the system of double verification and data audits before the GI process is carried out. (Nijolė Batarlienė & Aldona Jarašūnienė, 2024)

Distributor Delivery Mismatches (Q 6 and Q7)

Corrective Steps for Shipping Errors The company implemented a double verification system, the use of barcodes/RFIDs, and re-checks the shipping address before the DO is made. Evaluations are carried out every week through coordination meetings between divisions to ensure that there is no recurrence of distribution errors. (Deloitte, 2022)

Incomplete Sales Data for Components (Q 8 and Q10)

Factors Causing Data Reporting Delays Reporting delays are mainly caused by manual billing processes, unintegrated systems between divisions, and limited human resources in data input. To overcome this, the company began to use automatic notifications in SAP as well as administrative training for staff to be more disciplined in updating transaction data. Supply Chain Bottlenecks: Causes, Challenges, and Resolutions” (2024)

Recommendation

1. Recommendations on Vendor Delays and Component Stock Availability

Based on the results of observations during the internship activity, I assess that vendor delays not only have an impact on stock limitations but also affect the reliability of the company's services to customers. Therefore, I recommend that PT United Tractors not only diversify vendors but also compile vendor classifications based on the level of criticality of components.

In addition, companies are advised to develop an early warning system based on SAP, which can provide early notification in case of potential delays in production or delivery from vendors. With this system, the planning department can immediately make schedule adjustments or activate alternative vendors before there is a shortage of stock in the warehouse.

I also recommend increasing long-term collaboration with strategic vendors, such as through *performance-based contracts*, so that vendors have a stronger commitment to meeting lead time and production quality targets.

2. Recommendations to Minimize Errors in the Goods Receipt (GR) Process

From my point of view, the implementation of a digital approval system in the GR process is the right step. However, to increase its effectiveness, I recommend that companies set a time limit (SLA) for GR inputs from the time the goods are physically received in the warehouse.

In addition, it is necessary to standardize the receipt checklist of goods that are directly integrated with SAP, so that each receipt must go through the same verification stages in all branches. This can minimize reliance on physical documents and reduce the potential for differences in interpretation between officers.

I also suggest rotation and mentoring for new administrative staff so that the understanding of GR's impact on financial statements can be more equitable and consistent.

3. Recommendations on the Impact of GI Errors on Component Distribution

Based on direct observation, I assess that GI errors often occur due to high administrative workloads as well as a lack of layered controls before transactions are processed. Therefore, I recommend the implementation of a mandatory double-check system in SAP, where every GI transaction must be verified by two different parties before being legalized.

In addition, companies are advised to develop a GI monitoring dashboard that displays pending transactions, GI status, and automatic alerts if the data is not updated within a certain period.

I also think that SAP training should not only be technical but also emphasize the operational and customer service consequences of GI errors, thereby increasing awareness and responsibility of system users.

4. Recommendations for Distributor Delivery Mismatches

From my perspective, delivery errors can be minimized by strengthening data validation from the initial stage. Therefore, I recommend that companies implement system-based address verification standards, where shipping addresses must be digitally reconfirmed by customers or branches before delivery orders (DOs) are issued.

In addition, the use of barcodes or RFID should be integrated with the tracking history of the shipment, so that any changes in routes or destinations can be tracked transparently.

I also recommend that the results of the weekly evaluation of submission errors be documented in the internal knowledge base, so that they can be a learning experience for the entire branch and prevent the recurrence of the same mistakes.

5. Recommendations on Data Reporting Delays and Incomplete Sales Data

Based on the results of the analysis, I consider that the delay in reporting data is more due to reliance on manual processes and limited administrative resources. Therefore, I recommend the automation of the billing process and the full integration between the finance and logistics modules in the SAP.

In addition, companies are advised to implement specific performance indicators (KPIs) related to the timeliness of data inputs, so that transaction reporting becomes part of an individual or branch performance assessment.

I also suggest strengthening the role of the data coordinator in each branch, who oversees ensuring the completeness of transaction documents before the reporting deadline, so that sales data can be used accurately for analysis and management decision-making.

4.5 Conclusion of Chapter IV

Based on the results of observation and analysis, it can be concluded that the effectiveness of inbound and outbound processes at PT United Tractors is highly dependent on synchronization between parts, administrative discipline, and vendor performance. Problems that arose such as production delays, document errors, and data mismatches generally came from suboptimal coordination and manual input systems. The implementation of SAP-based digital systems has helped speed up the administrative process, but there is still a need to strengthen data governance, improving distribution flow of components ran smoothly and transparently.

4.6 Content Analysis Table

Problem Aspects	Main Causes	Operational Impact	Improvement Efforts
Vendor Difficulties	Limited production capacity, raw material supply	Stock delays, order backlog	Vendor evaluation, CPFR, supplier diversification
GR Goods Reserve	SAP input delay, document delay	Stock report mismatch	E-approval system, synchronization between divisions
GI Component Issues	Human error, SAP price difference	Distribution delays, stock mismatch	Training SAP, barcode system
Distributor Delivery Mismatches	Similar addresses, asynchronous communication	Wrong delivery, customer delays	Double verification, dashboard distribution
Incomplete Sales Data	Billing delays, manual input	Sales data is invalid, reports are pending	Customer portal, automatic reminders

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of observations, interviews, and data analysis conducted during the internship at PT United Tractors Tbk, PSBD OBD Service (Reman) Division, it can be concluded that the company's entire business process—especially related to inbound and outbound Reman components—played a crucial role in maintaining smooth operations and customer satisfaction. The implementation of SAP-based digital systems (Systems, Applications, and Products) has helped speed up the administrative process and improve the accuracy of transaction data, but its effectiveness still relied heavily on human factors and cross-division coordination.

First, in terms of inbound processes, it was found that the delay in providing components by vendors is one of the main causes of unmet stock needs in the warehouse. Factors such as limited production capacity, delays in raw material supply, and differences between planning schedules and actual production are major obstacles that impact the increase *in lead times*. These delays were not only reduce distribution efficiency but also had direct implications for the customer's unit repair schedule. Therefore, synchronization of planning between vendors and companies through *the Collaborative Planning, Forecasting, and Replenishment (CPFR)* mechanism is an important strategy in reducing the risk of stock shortages and ensuring supply continuity.

Second, at the Goods Receipt (GR) stage, delays in the administrative process often caused discrepancies between system data and real conditions in the warehouse. This condition showed that administrative discipline and compliance with standard operating procedures (SOPs) still needed to be strengthened. The implementation *of an electronic approval workflow* system that allowed digital document validation is a step forward in speeding up the process and increasing transparency. However, the effectiveness of this policy still depended on the discipline and rigor of the system users.

Third, in the Goods Issue (GI) process, data mismatches were found between shipping documents and SAP system inputs due to human error, delays in status updates, and price code differences between divisions. This problem caused *stock mismatches* and

hindered smooth distribution. Through *the SAP refreshment training* program and the use of the barcode system and RFID tracking, PT United Tractors has succeeded in reducing the level of data input errors and increasing the accuracy of recording the entry and exit of goods.

Fourth, in terms of distribution of components to customers, there are still cases of *delivery mismatches* due to because of the non-updated shipping addresses, sudden change of destination, and less effective communication between branches and centres. To minimize these errors, the company has implemented a *two-way confirmation* system before delivery, as well as introduced a digital distribution dashboard to monitor the status of shipments in real time. These measures showed that the company is committed to strengthening aspects of distribution control and transparency.

Fifth, in terms of completeness of component sales data, it was found that most transactions have not been well documented on the "Done Billing" system. The main causes were delays in reporting from branches, manual billing processes, and coordination between departments that have not been optimally integrated. In response to this, PT United Tractors developed a web-based customer portal that functions as a means of billing reporting, document verification, and automatic notifications for branches that have not completed transactions. This innovation not only speeded up the administration process but also improved data transparency between customers and companies.

Overall, the results of the study show that the operational success in the inbound and outbound process of the Reman component was not only determined by the sophistication of the technology used, but also by the aspects of coordination, administrative discipline, and the ability of human resources (HR) in utilizing the system. The implementation of ERP systems such as SAP provided added value in operational efficiency but required the support of a collaborative work culture and the commitment of all employees to execute procedures appropriately and consistently.

In addition, the company had shown a strong commitment to digital transformation and data governance through the development of automation features, internal training, and the application of new technologies such as barcode tracking and digital dashboards. However, for the system to run optimally, it is necessary to strengthen integration

between divisions, improve employee competence in data management, and consistency in periodic reporting and evaluation.

Thus, it can be concluded that the integration between people, processes, and technology is the key to success in optimizing the supply chain and ensuring the sustainability of the Reman business at PT United Tractors Tbk.

5.2 Suggestions and Recommendations

Based on the results of the analysis and conclusions above, some suggestions and recommendations that can be given to companies and related parties are as follows:

5.2.1 Improved Performance and Vendor Coordination

Companies need to strengthen their vendor performance evaluation system regularly by using measurable indicators such as *on-time delivery rate*, *lead time*, and *quality performance*. This evaluation is important to ensure the vendor has production capabilities and reliability that are in line with the company's standards. In addition, PT United Tractors is advised to implement a real-time information integration system between vendors and companies, so that any changes in production or delivery schedules can be anticipated immediately. Diversifying supplier sources is also a strategic step to avoid dependence on one main vendor, especially for components with high levels of demand or limited production.

5.2.2 Optimization of GR and GI Administration Processes

To avoid delays and errors in the GR and GI processes, companies are advised to expand the implementation of the digital approval system to all branches with an automatic verification mechanism. In addition, it is necessary to conduct regular internal audits of SAP data to ensure that every transaction has been recorded correctly and according to lapangan. PT conditions United Tractors can also develop digital-based training modules (e-learning) for all logistics and administrative staff so that their competence in operating the SAP system is maintained. Thus, the potential for input errors and delays in status updates can be minimized.

5.2.3 Strengthening Distribution Systems and Delivery Accuracy

In the context of component delivery, the implementation of a digital dashboard and barcode tracking system needs to be integrated with a customer reporting system so that the delivery process can be monitored from both sides simultaneously. In addition, the double verification procedure must be used as a standard operating standard (SOP) for every shipment. The company also needs to ensure that any change in address or destination of delivery is confirmed in writing and verified through the system before the distribution process takes place. With this step, the risk of *delivery mismatches* can be reduced to a minimum.

5.2.4 Digitization of Sales Reporting and Data Management

Companies are advised to expand the use of web-based customer portals as the main medium in billing reporting and complete transaction documents. The portal can be equipped with automatic notification features and financial dashboards that display payment status and document completeness in real-time. This step will not only speed up the administrative process but also increase transparency and accountability in the management of transaction data. In addition, it is necessary to increase server capacity and data security so that the system can accommodate high transaction volumes without technical interference.

5.2.5 Human Resource Competency Development

One of the factors that most determines the success of the implementation of the digital system is the competence of human resources. Therefore, companies need to organize ongoing training programs in the fields of *data governance*, *digital literacy*, and *supply chain analytics*. This training aims to ensure that every employee is not only able to operate the system but also understands the impact and benefits of accurate data input on the company's overall performance. In addition, the strengthening of collaborative work culture between divisions needs to be continuously improved through joint evaluation activities, *sharing sessions*, and routine cross-functional communication forums.

5.2.6 Academic and Practical Implications

From an academic perspective, this research contributes to understanding the relationship between supply chain management, digital administration efficiency, and customer satisfaction in the heavy equipment industry sector. The results of this study

can be used as a reference for future research that discusses the integration of ERP systems with Internet of Things (IoT)-based technology or predictive analytics to improve the accuracy of component maintenance planning. Practically, the results of this internship show the importance of collaboration between management theory and implementation in the field. For students, internships at PT United Tractors provide real experience on how operations management theory, logistics, and information systems are applied in the context of large industries.

5.3 Closing

Through internship activities and analysis that have been carried out, the author gained a deep understanding of the complexity of inbound and outbound processes in national-scale companies such as PT United Tractors Tbk. The challenges faced in supply chain management are not only derived from technical factors, but also from the aspects of coordination, communication, and administrative accuracy between organizational lines. The company has shown significant progress in the digitalization process and operational efficiency, but consistency is still needed in the implementation of policies and the improvement of human resource capabilities so that the system that has been built can function optimally.

It is hoped that the recommendations compiled in this report can be considered for companies in carrying out *continuous improvement*, as well as an academic reference for universities and students in understanding the implementation of technology-based supply chain management in the industrial world.

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APPENDICES

Appendix 1.

The Statement of Acceptance of The Internship Program at Binar Academy



FORMULIR LAMARAN MAGANG / PKL



ISILAH DENGAN HURUF CETAK !

I. IDENTITAS DIRI

Nama Lengkap	: Bagas Arya Pambayun		
Tempat / tanggal lahir	: Klaten, 7 Juli 2024		
Agama	: Islam		
Nomor KTP/SIM	: 3310090507010002		
Jenis Kelamin	: Laki laki		
Email	: Bagasaryamardi86@gmail.com		
Alamat lengkap sesuai KTP Klaten, Jawa Tengah.	Gamblok, Leses, Manisrenggo,	Alamat korespondensi :	
		Perumahan Pesona Anggrek, Blok B23/16	
		Kel:Harapan Jaya, Kec: Bekasi Utara, 17124	
Telp/HP : 085156580895		Telp/HP : 085156580895	
Kemampuan (e.g. fotografi, desain, tari, admin dll)	: Admin, Fotografi, Basket, Dan Desain Canva		

Pendidikan Formal

Tingkat	Nama Sekolah / Universitas	Fakultas	Jurusan	Kelas	No. Induk Siswa	IPK
5	Universitas Islam Indonesia	Ekonomi	Management	A	19311304	2,68

Lembaga Pendidikan Formal

Nama Sekolah / Universitas	: Universitas Islam Indonesia		
Alamat	: Jl. Prawiro Kuat, Ngringin, Condong Catur, Depok, Sleman,		
Telp.	: (0274) 881546		
Pembimbing	:		
Telp/HP	:		
Email	:		
Periode Magang / PKL	: 04 / 03 / 2024 S/D 03 / 07 / 2024		
Tujuan	: ☐ Praktik Kerja ☒ Skripsi/Thesis ☐ Project Organisasi		
Bagian / Fungsi	:		

Diisi dengan sesungguhnya. Apabila dikemudian hari ternyata ada hal-hal yang bertentangan, maka saya bersedia dituntut sesuai dengan hukum yang berlaku dan lamaran ini dapat dibatalkan.

Yogyakarta, 29 Februari 2024

(Bagas Arya Pambayun)

Appendix 2.

The Company's Confidentiality Letters for Internship Program

PERJANJIAN INTERNSHIP

Tujuan: Project Internship

Yang bertanda tangan di bawah ini:

1. PT United Tractors Tbk, dalam hal ini diwakili oleh NURDIANSYAH BUDIMAN, HC Reward, Performance & Industrial Relation Mgt. Dept Head PT United Tractors Tbk, perusahaan distributor alat berat yang beralamat di Jl. Raya Bekasi Km. 22, Jakarta Timur, selanjutnya disebut PIHAK PERTAMA.
2. Nama : Bagas Arya Pambayun
Tempat/tgl lahir : Klaten, 5 Juli 2001
Agama : Islam
No. Identitas : 3310090507010002
Jenis Kelamin : Laki laki
Email : Bagasaryamardi66@gmail.com
No. HP Orang Tua : 0811517120
Alamat (sesuai KTP): Gamblok, Leses, Manisrenggo, Klaten, Jawa Tengah
No. HP : 085156580895

bertindak untuk dan atas namanya sendiri, selanjutnya disebut PIHAK KEDUA.

Kedua belah PIHAK bersepakat mengadakan Perjanjian Pemagangan, dimana PIHAK KEDUA bersedia dibimbing oleh PIHAK PERTAMA dengan syarat-syarat yang disepakati bersama sebagai berikut :

Pasal 1

Jangka Waktu Perjanjian Pemagangan

Perjanjian Pemagangan ini berlaku terhitung mulai tanggal 4 Maret 2024 sampai dengan 3 Juli 2024.

Pasal 2

Ruang Lingkup

Selama Jangka Waktu Program Pemagangan, PIHAK KEDUA bersedia menjalankan Program Pemagangan pada PIHAK PERTAMA dengan ketentuan ditempatkan di:

Bagian/Fungsi : Service, Business Development
Lokasi Pemagangan : PT United Tractors, Department Service
Mentor : Yonta Wasfadhita

Pasal 3
Bantuan Program Pemagangan

PIHAK PERTAMA akan memberikan PIHAK KEDUA Bantuan selama Program Pemagangan, berupa:

- a. Uang Saku
- b. Jaminan Sosial berupa Asuransi Kecelakaan Kerja.

Pasal 4
Hak dan Kewajiban

1. Hak dan Kewajiban PIHAK PERTAMA :
 - a. Demi suksesnya program Pemagangan, maka PIHAK PERTAMA berhak memberikan perintah/pekerjaan yang wajar dan tidak bertentangan dengan ketentuan hukum yang berlaku kepada PIHAK KEDUA dalam waktu kerja selama Program Pemagangan;
 - b. PIHAK PERTAMA wajib memberikan pengakuan kualifikasi kompetensi kerja kepada PIHAK KEDUA setelah PIHAK KEDUA selesai mengikuti Program Pemagangan.
2. Hak dan Kewajiban PIHAK KEDUA
 - a. PIHAK KEDUA berhak atas Bantuan Program Pemagangan selama melaksanakan Program Pemagangan di PT United Tractors, Tbk;
 - b. PIHAK KEDUA berhak mengemukakan saran dan pendapat pada mentornya yang berhubungan dengan tugas dan tanggung jawabnya.
 - c. PIHAK KEDUA berhak atas pengakuan kualifikasi kompetensi kerja dari Perusahaan setelah menyelesaikan Program Pemagangan;
 - d. PIHAK KEDUA wajib mentaati dan melaksanakan peraturan yang berlaku di lingkungan Perusahaan.
 - e. PIHAK KEDUA wajib melakukan/menjalankan tugas dengan sebaik-baiknya dan dengan penuh tanggung jawab.
 - f. PIHAK KEDUA wajib memelihara/menjaga asset/barang-barang milik Perusahaan yang dipercayakan oleh PIHAK PERTAMA untuk digunakan oleh PIHAK KEDUA.
 - g. PIHAK KEDUA wajib menjaga kerahasiaan atas informasi, data dan dokumen sesuai dengan lingkup pekerjaan PIHAK KEDUA serta tidak akan menyebarkan dan menggunakan data, informasi dan dokumen tersebut untuk tujuan lain.
Pelanggaran atas hal ini, memberikan hak kepada PIHAK PERTAMA untuk melakukan pemutusan Program Pemagangan seketika.

Pasal 5
Berakhirnya Perjanjian Pemagangan

1. Perjanjian Pemagangan antara PIHAK PERTAMA dan PIHAK KEDUA terputus demi hukum pada waktu berakhirnya jangka waktu Perjanjian Pemagangan ini berakhir.
2. PIHAK PERTAMA berhak memutuskan Program Pemagangan ini tanpa syarat dengan PIHAK KEDUA sebelum jangka waktu Program Pemagangan ini berakhir, apabila PIHAK KEDUA nyata-nyata telah melakukan kesalahan berat sesuai ketentuan perundang-undangan yang berlaku.

Pasal 6
Perselisihan

1. Bilamana di kemudian hari timbul persoalan dalam kaitan dengan Perjanjian Pemagangan, maka penyelesaian akan dilakukan dengan cara musyawarah antara PIHAK PERTAMA dan PIHAK KEDUA.
2. Bilamana dalam penyelesaian perselisihan mengenai Program Pemagangan melalui cara musyawarah antara PIHAK PERTAMA dan PIHAK KEDUA tidak menemui kesepakatan maka akan diselesaikan di Pengadilan Perselisihan Hubungan Industrial di Jakarta Timur.

Pasal 7
Penutup

Hal-hal yang belum cukup diatur dalam Perjanjian Pemagangan ini, bilamana diperlukan dan dengan kesepakatan kedua belah pihak, dapat dibuatkan suatu kesepakatan tambahan guna melengkapi dan memperjelas ketentuan-ketentuan yang sudah ada.

Perjanjian Pemagangan ini akan ditafsirkan dan diberlakukan sesuai dengan ketentuan hukum serta peraturan perundang-undangan yang berlaku di wilayah Republik Indonesia.

Setelah membaca dan memahami pasal-pasal dari Perjanjian Pemagangan ini, PIHAK PERTAMA dan PIHAK KEDUA membubuhkan tanda tangan masing-masing dan saling mengikatkan diri untuk memenuhi hak dan kewajibannya.

Perjanjian ini dibuat di : Jakarta
Pada tanggal : 29 Februari 2024

PIHAK PERTAMA
HC Reward, Performance & Industrial Relation Mgt.

PIHAK KEDUA



WARNO SANTOSO
Head

Bagas Arya Pambayun
Mahasiswa



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Partadiredja
Ringroad Utara, Condong Catur, Depok
Sleman, Yogyakarta 55283
T. (0274) 881546, 883087, 885376;
F. (0274) 882589
E. fe@uii.ac.id
W. fecon.uui.ac.id

Yogyakarta, 27 Februari 2024

No.: 48/ProdiMnj/10/IUP/II/2024

Hal: Permohonan izin magang

Kepada Yth.
Pimpinan
PT. United Tractors Tbk
Jalan Raya Bekasi Km.22, Cakung Barat
Kecamatan Cakung, Kota Jakarta Timur
Daerah Khusus Ibukota Jakarta 13910

Dengan hormat,

Bersama ini kami sampaikan, bahwa yang tertera dibawah ini:

Nama	: Bagas Arya Pambayun
No. mahasiswa	: 19311304
Program studi	: Manajemen

adalah mahasiswa pada Program Internasional, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia yang hendak melakukan magang kerja pada lembaga yang Bapak/Ibu pimpin sebagai salah satu syarat untuk menyelesaikan studi. Oleh karena itu, mohon kiranya mahasiswa tersebut diizinkan untuk melakukan magang pada tanggal 10 Maret s.d 10 Juli 2024.

Demikian permohonan kami, atas bantuan dan kerjasamanya kami mengucapkan terima kasih.

Hormat kami,

Abdur Rafik, S.E., M.Sc.

Ketua Prodi Manajemen Program Sarjana



Nomor: LUT/011-PK/9971/III/2024

Jakarta, 4 Maret 2024

Kepada Yth.
Bapak Abdur Rafik, S.E., M.Sc.
Ketua Prodi Manajemen Program Sarjana
Universitas Islam Indonesia
Ged. Prof. Dr. Ace Partadiredja
Sleman, Yogyakarta 55283

Hal: **SURAT BALASAN**

Dengan hormat,

Sesuai dengan pengajuan Surat perihal Permohonan Praktek Kerja, bersama ini kami sampaikan bahwa kami bisa menerima permohonan :

Nama	: Bagas Arya Pambayun
Jurusan	: Manajemen

untuk melakukan Praktek Kerja di PT United Tractors Tbk dengan ketentuan sebagai berikut:

- Jangka waktu praktek kerja dari 4 Maret 2024 – 30 Juni 2024
- Mematuhi segala peraturan Perusahaan dan arahan pembimbing.
- Jam praktek kerja: Senin, Kamis : 07.30 s/d 16.30
Istirahat : 12.00 s/d 13.00
Jum'at : 07.30 s/d 17.00
Istirahat : 11.30 s/d 13.00
- Proses praktek kerja akan berlangsung secara tatap muka.
- Fasilitas yang dapat diberikan oleh Perusahaan: makan siang di Perusahaan, asuransi kecelakaan, dan uang saku
- Di luar point (4) tersebut di atas Perusahaan tidak memberikan fasilitas berupa apapun.
- Bila terjadi hal-hal yang tidak diinginkan selama menjalankan praktek kerja baik dilingkungan Perusahaan maupun dalam perjalanan dari/ke PT United Tractors Tbk diluar tanggungjawab Perusahaan.

Harapan kami praktek kerja tersebut dapat membawa manfaat bagi mahasiswa yang bersangkutan.

Hormat kami,
Industrial Relations



Budi Seyohadi
Reward, Performance, & Industrial Relation Management

Moving as one

Appendix 3.

Daily Log Internship

Company Name : PT United Tractors Tbk

Student Name : Bagas Arya Pambayun

College Origin : University of Islamic Indonesia/ Management International Program

Supervisor : Adi Widiatmoko

No	Date	Length of work (Hours)	Brief description of activity
1	04/03/2024	7 hours 35 minute	Introduction of the office environment along with employees and existing divisions
2	05/03/2024	6 hours 30 minute	study ppt material about types of heavy equipment and production goods as well as code codes for products sold.
3	06/03/2024	3 hours 45 minute	Understand the material of heavy equipment parts and production locations outside Java, located on the island of Kalimantan.
4	07/03/2024	4 hours 20 minute	Learn about the data sales system through Sap Spehana. Learn about buying and selling customers and vendors of PT United Tractors subsidiaries.

5	08/03/2024	6 hours 33 minute	Understand the study of Remanufacturing Process Tool Exchange Program, Cost-effectiveness, and Save time.
6	11/03/2024	0 hours (National Holiday)	Nyepi
7	12/03/2024	5 hours 10 minute	Understanding of material about PT Komatsu remanufacturing Asia remanufactured products components > Major Components 12 months Unlimited Hours > Small Components 6 months Unlimited Hours
8	13/03/2024	3 hours 40 minute	United Tractors, Selling Heavy Equipment Spare Parts Online with Number One Quality
9	14/03/2024	6 hours 40 minute	Understanding the work on compiling purchase data to find amounts that have not been billed are already GR
10	15/03/2024	6 hours 25 minute	Continuing the work of completing the preparation of sales data
11	18/03/2024	6 hours 05 minute	Checking sales data that has been sent and compiling data

12	19/03/2024	5 hours 50 minute	Checking components in the data ensures that transactions match existing data.
13	20/03/2024	6 hours 00 minute	Check transactions for each site to provide the latest component sales updates
14	21/03/2024	7 hours 06 minute	Continue communication regarding component data billing on site by contacting via office email
15	22/03/2024	7 hours 30 minute	Contact the site office regarding component reports whether they have been billed or canceled orders
16	25/03/2024	5 hours 30 minute	Understand the site regarding component sales transactions, whether there are problems or not and carry out quantification of licensing for replacement of component transactions
17	26/03/2024	4 hours 20 minute	Working on a report regarding component data for each site which was not completed yesterday because the report had not been feedback by the site.
18	27/03/2024	3 hours 15 minute	Carrying out a continuation task yesterday, chasing the site office to report whether the components have been billed, whether there are any problems

			in the component sales transaction process
19	28/03/2024	6 hours 5 minute	Pursue delivery report deficiencies from each site that has not sent sales report feedback.
20	29/03/2024	0 hours (National Holiday)	Wafat Isa Al Masih (Jumat Agung)

Total working hours = 102 hours 19 minute

No	Date	Length of work (Hours)	Brief description of activity
1	01/04/2024	5 hours 50 minute	Work on reporting deficiencies from each site that has not provided sales report feedback.
2	02/04/2024	4 hours 00 minute	Communication to the site regarding component problems did not reach the customer as to the cause.
3	03/04/2024	4 hours 00 minute	Learn about the understanding of PO and SO from the site regarding transfers or changes in transactions due to sales cancellations and customer transfers

4	04/04/2024	5 hours 20 minute	Continuing to check POs and SOs from sites regarding transaction cancellations and moving components to other sites.
5	05/04/2024	4 hours 00 minute	Carrying out data processing on the last day of work and checking transactions. Reman transactions.
6	08/04/2024	0hours(Cuti Bersama)	IDUL FITRI
7	09/04/2024	0hours(Cuti Bersama)	IDUL FITRI
8	10/04/2024	0hours(Cuti Bersama)	IDUL FITRI
9	11/04/2024	0hours(Cuti Bersama)	IDUL FITRI
10	12/04/2024	1 hours	Check emails regarding Reman transactions at every United Tractors site throughout Indonesia.
11	15/04/2024	0 hours	Congestion on the way back to the office. (travel constraints)
12	16/04/2024	5 hours 30 minute	Study data and components sold/sales transactions
13	17/04/2024	4 hours 00 minute	Working on the lack of W3 data regarding components that have not been reviewed by the site company

14	18/04/2024	4 hours 20 minute	Checking the delivery of components that have not been sent to the Pekanbaru site because they have not been BASTed by the vendor
15	19/04/2024	5 hours 20 minute	Study the components in the email regarding problems and problems with heavy equipment units at each site and the components needed for GR/GI transactions or opening sales transaction PO submissions.
16	22/04/2024	4 hours	Monitor emails to see if there are any reports regarding W3 component transactions that have not yet been provided with a report on whether the components have been checked on arrival at the location or whether they are still on the way.
17	23/04/2024	3 hours 35 minute	Check emails regarding component sales transactions to see if there are any problems canceling transactions or moving component locations and there is one component transaction that has been sent but has 2 delivery letters in 1 PO.

18	24/04/2024	4 hours 20 minute	Checking emails about transactions and problems at the site office regarding problems with components that have not been sent and PO changes due to buyers canceling and moving to a site that requires components
19	25/04/2024	4 hours 15 minute	Read and understand component transactions and attend seminars [SHARING DAY: "New Millennial Corner"] at the AHMCE halal bihalal event
20	26/04/2024	3 hours 10 minute	Check emails regarding component sales transactions per day to see if there are any transactions that are experiencing problems. Transactions are monitored if there are problems in component sales transactions.
21	29/04/2024	5 hours	Working on this month's internship report and checking each site's pending GI data email to see if anyone has reported any feedback.
22	30/04/2024	6 hours 25 minute	Double-check component sales data and work on sales transactions. [SHARING DAY : "New Millennial

			Corner"]Macroeconomy & Sectoral Business. Monthly closing of transactions
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Total working hours = 74 hours 05 minute

No	Date	Length of work (Hours)	Brief description of activity
1	01/05/2024	0 hours	international labor day
2	02/05/2024	5 hours 50 minute	Read the email regarding the updated price form for Reman components as of 30 April and the form to maintain updated price for Reman as of 2 May stock of heavy equipment components.
3	03/05/2024	4 hours 40 minute	Work on internship reports and collect material data for presentations and learn about component transactions.
4	06/05/2024	5 hours 20 minute	Learn about data recording in Excel using power pivot and macros to make it easier to summarize component sales data.
5	07/05/2024	4 hours 30 minute	Read emails from the site regarding component sales transactions and component justification po releases in accordance with SAP data. And

			read the 2024 Scania PamaBaya Forecast Component requirements
6	08/05/2024	5 hours	Read email data regarding components and check with the admin service site whether the components match the data stated in SAP. After checking, there were several sites that could not be contacted.
7	09/05/2024	0 hours	Kenaikan Isa Al Masih
8	10/05/2024	5 hours	Work on approving men on the UT CMS Component Management System website. This check is carried out to find out the planning that is being carried out by the site whether the transaction has been completed by completing the unit code and series number data.
9	13/05/2024	4 hours 20 minute	Studying Reman component stock reports and discussing component stock with vendors. Discussion about preparation material for the final internship presentation with supervisors and teachers in the office
10	14/05/2024	5 hours 40 minute	Carrying out preparatory presentation assignments for the final internship assignment report and collecting all the data

			obtained and summing it up into a final internship assignment report.
11	15/05/2024	5 hours	Preparing presentation materials adding material that has been collected during the internship with material obtained during 3 months
12	16/05/2024	4 hours	Working on the final assignment report and preparing presentation materials to be presented on Friday.
13	17/05/2024	5 hours 20 minute	Presentation to the supervisor regarding the material that I compiled and there is still a lot that I need to improve and add more to. I did the work again, Monday will check again regarding repairs
14	20/05/2024	4 hours 40 minute	Worked on a revised presentation for improvements yesterday Friday and the presentation was postponed to Tuesday. Create a distribution map of PT United Tractors Branches and Sites. And check emails regarding component transactions.
15	21/05/2024	5 hours 35 minute	I presented the results of my improvements to my supervisor to see if there were any deficiencies that I conveyed in the presentation. I worked on the final

			internship report and added material to my presentation.
16	22/05/2024	4 hours 40 minute	I studied and deepened the material that I will present in the presentation at the end of the internship in June and worked on the final report.
17	23/05/2024	0 hours	Waisak Day
18	24/05/2024	5 hours 20 minute	Working on presentations and getting materials about Reman and Kra transaction patterns from internship supervisor Mr. Imam.
19	27/05/2024	5 hours 30 minute	Working on the final internship assignment, continuing from chapters 2 to 3, compiling and searching for material to be included in the final assignment report.
20	28/05/2024	7 hours 20 minute	Learning material about Reman business development and presentation to supervisors about internship presentations.
21	29/05/2024	5 hours 45 minute	Learning about sales strategy planning for Reman Komatsu components, fixed rate plan and flaterate plan.
22	30/05/2024	5 hours 40 minute	Learning about the Reman heavy equipment component sales promotion system, Komatsu

			creates pamphlets and determines the component items that will be promoted to customers.
23	31/05/2024	6 hours 20 minute	Learning about midlife components and major components and compiling historical component sales data for 2021-2024 and asking mentors whether this data is suitable to be used as promotional material for customers.

Total working hours = 105 hours 30 minute

No	Date	Length of work (Hours)	Brief description of activity
1	03/06/2024	4 hours 45 minute	Create a promotional pamphlet for the sale of heavy equipment components, offer stock in the warehouse and replace it with new stock.
2	04/06/2024	5 hours 30 minute	Report the results of making pamphlets to the supervisor and present them to see whether there is potential for the sales offer.
3	05/06/2024	5 hours 55 minute	Work on presentation assignments to complete the data needed for presentations at the end of the

			internship or at the end of the internship.
4	06/06/2024	4 hours 20 minute	Help create tomorrow's content on Friday and ask if there are any empty meeting rooms for tomorrow's content.
5	07/06/2024	7 hours 20 minute	Becoming a speaker on REMAN transactions to each supervisor at each Branch and SITE, providing notification about what transactions are used and working on a summary of the speakers.
6	10/06/2024	3 hours 20 minute	PPT presentation for the umpteenth time to see the development and materials that are lacking to be delivered in the final internship report. There are still some things that need to be changed regarding the appearance of the slides and the delivery which is still not smooth.
7	11/06/2024	5 hours 40 minute	Studying and understanding the structure of the component delivery system from the initial ordering, checking RFU stock at the vendor and conducting testing before it arrives at the customer, determining the delivery fleet and contacting the hub team to monitor the delivery.

8	12/06/2024	5 hours 30 minute	Working on additional presentation materials that were given yesterday and compiling them into delivery materials that I will deliver at the end of the internship.
9	13/06/2024	7 hours	Presentation to the supervisor about the material I worked on, whether there are any deficiencies in the material and which parts need to be fixed and whether there are any errors in the delivery of the material. Fixing the presentation and looking for material deficiencies in the presentation
10	14/06/2024	5 hours 20 minute	Working on the final internship report Chapter IV and Chapter V, there are still obstacles in Chapter IV regarding the content that I conveyed during my internship at PT United Tractors.
11	17/06/2024	0 hours	Eid al-Adha
12	18/06/2024	4 hours 40 minute	Working on the Final Internship Report Chapter IV continuing from yesterday and continuing to work on the presentation that has not been included from the material presented.

13	19/06/2024	4 hours 20 minute	I studied in more depth the material about Reman transactions regarding PTA and Ordinary studying major components, small units and UT products.
14	20/06/2024	5 hours 50 minute	Working on a presentation about final goals and conclusions, consulting with a mentor whether what I have included is appropriate for me to convey and continuing with the final assignment report.
15	21/06/2024	5 hours 30 minute	Working on the final internship report continuing Chapter IV and learning about the UT Klik apk whether it is the same as other online stores.
16	24/06/2024	4 hours 45 minute	Report to supervisor/mentor regarding presentation material and improvements to be made in delivering the presentation.
17	25/06/2024	4 hours 30 minute	Continuing the final internship assignment report by completing Chapter IV and asking the supervisor about the date for determining the internship presentation.
18	26/06/2024	5 hours 30 minute	Working on the final internship report Chapter V and attending the INSPIRING TALKSHOW seminar: "Business Acumen &

			Industrial Transformation" in the framework of the 2nd Inclass Training AALP collaboration agenda, Industrial Updates and Millennial Corner
19	27/06/2024	5 hours 55 minute	Completing the final internship report after confirming with the mentor/office supervisor and confirming with the HC/person in charge of data regarding the internship assessment and certificate.
20	28/06/2024	5 hours 50 minute	Today I consulted about the presentation and there were still some points that were not right and when discussing the end of my internship, I told him about the assessment and certificate as proof that I had officially interned at PT United Tractors Company.
21	01/07/2024	6 hours 20 minute	Today I confirmed my presentation to the entire PSBDOBD Department team, feedback on the presentation material that I delivered and then continued with a farewell meal while I said goodbye to resign from the team because my internship period ended on the 30th and I returned the access ID

			card to the Administration Division.
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Appendix 4.

Internship Certificates

Reference

Ref : LUT/062-PK/9971/IV/2025

This is to certify that :

Name : Bagas Arya Pambayun
Educational Institution : Universitas Islam Indonesia
Study Program : Ekonomi

Has completed the Internship Program at PT United Tractors Tbk

Period : 4 Maret 2024 – 30 Juni 2024
Evaluation Result : Excellent

We would like to express our gratitude & recognition for his services and contributions during his internship in our company and we wish him success for his future endeavors.

Jakarta, April 22nd 2025



Yohanes Tito
Industrial Relation

Evaluation		
Excellent	:	8.5 – 10
Good	:	7.5 – 8.4
Fair	:	6.0 – 7.4
Unsatisfactory	:	< 6.0



 **UNITED TRACTORS**
member of **ASTRA**

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Appendix 5

Loa and certificates



SURAT KETERANGAN

Nomor : 386/1/XI/2025

Yang bertanda tangan dibawah ini:

Nama : **Heskyel Pranata Tarigan S.M.**
Jabatan : **Editor**

Dengan ini menerangkan bahwa artikel dengan judul:

Sales Transactions Of Reman Business In Pt United Tractors Tbk

yang merupakan tulisan dari:

Bagas Arya Pambayun, Raden Roro Ratna Roostika

telah diterima dan akan diterbitkan pada *EKOMBIS REVIEW Jurnal Ilmiah Ekonomi dan Bisnis*

Volume 14 Nomor 2, April 2026.

Demikian keterangan ini dibuat dengan sebenarnya, agar dapat digunakan sebagaimana mestinya.



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Bengkulu, 19 November 2025

Administrasi Jurnal,



Heskyel Pranata Tarigan S.M.

SERTIFIKAT

PUBLIKASI JURNAL

Sertifikat ini dengan bangga diberikan kepada

**BAGAS ARYA PAMBAYUN, RADEN RORO RATNA
ROOSTIKA**

sebagai pengakuan atas publikasi yang diterbitkan pada jurnal
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"Sales Transactions Of Reman Business In Pt United Tractors Tbk"

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