

Operational Control Strategy In Improving Business Efficiency

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Abstract

Operational efficiency is an important factor in improving the performance and success of a business. An effective operational control strategy can help companies identify and overcome bottlenecks in their operational processes, thereby improving overall efficiency and productivity. This article aims to provide an abstract overview of operational control strategies that can be used to improve business efficiency. It covers several key elements in operational control that can support business efficiency. A comprehensive analysis of operational processes will help identify areas that need improvement or increased efficiency. Methods such as workflow analysis, and agar cause analysis can be used to identify bottlenecks and leaks that affect efficiency. In order to improve business efficiency, an effective operational control strategy requires a comprehensive and integrated approach. By analyzing operational processes, setting clear performance standards, implementing technology and automation, and engaging employees, companies can improve operational efficiency and achieve a competitive advantage.

Keywords: Operational Control, Efficiency and Business Efforts

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Introduction

In today's competitive business world, operational efficiency is a key factor in achieving business success and sustainability. Operational efficiency includes efficiency in the use of resources, smooth operational processes, effective cost control, and delivery of quality products or services to customers. Therefore, it is important for companies to adopt appropriate operational control strategies to improve their efficiency. Operational control strategies involve the regulation and management of various aspects of business operations, ranging from the regulation of the production process, inventory management, supply chain management, to employee training. By implementing an effective operational control strategy, companies can optimize resource utilization, reduce waste, increase productivity, and improve customer satisfaction.

Various benefits can be obtained by increasing business efficiency through operational control strategies. First, operational efficiency can reduce production and operational costs, which in turn can increase the profitability of the company. Second, with more efficient operational processes, companies can respond to customer needs more quickly and improve customer satisfaction. Third, good operational control also helps companies in dealing with changes in the dynamic business environment with more flexibility and adaptability. However, the implementation of an operational control strategy can also pose challenges. Changes to established operational processes often require an investment of time, resources, and organizational culture changes. In addition, there is a risk that excessive operational control can stifle innovation and creativity. Therefore, companies need to carefully consider the strategies that best fit their context and manage the changes well.

In today's highly competitive context, companies that are able to optimize their operational efficiency through intelligent operational control strategies will have a significant competitive advantage. Therefore, further research and a deep understanding of operational control strategies to improve business efficiency are essential for business stakeholders, operational managers, and decision-makers. Doing business can also be a reference in us seeking profits with the strategies that are prepared, but how can we relate to that strategy, by training the science of business strategy and management. Management science is useful for business continuity. Management can be defined as a science consisting of concepts, principles, functions, and processes. Knowledge used to achieve organizational goals with effective use of resources and coordinated human efforts.

Literature Review

2.1 Operational Control

Controlling is the measuring and correcting of activities of subordinates to assure that events conform to plans. Or control is related to comparing events with plans and taking necessary corrective actions against events that deviate from the plans (Harold Koontz and Cyrill O'donell, 2007). Control is management's effort to achieve the goals that have been implemented by making continuous comparisons between the implementation and the plan. Through the process of comparing the actual results with the program or budget prepared, management can assess the efficiency of the business and the ability to make profits from various products. In addition, managers can take corrective action if there are irregularities arising from the results of the comparison" (Firdaus Ahmad Dunia Wasilah, 2009). Meanwhile, according to Ambarwati & Supardi, the definition of "operational management is an effort to manage optimally in the use of various production factors, ranging from human resources (HR), machinery, tools, raw materials, and other production factors in the process of turning them into various goods or services (Ambarwati & Supardi, 2020).

2.2 Efficiency

In general, efficiency refers to the ability to achieve desired outcomes by using limited resources effectively and efficiently. This involves withdrawing waste, increasing productivity, good management of resources, and using the best working methods. Efficiency is a measure of the level at which resources are used in a process. The more economical or less resource use, the more efficient the process is said. Efficient processes are characterized by process improvements so that they become cheaper and faster (Sardamayanti, 2014). According to Dearden, translated by Agus Maulana in his book entitled "Management Control System", the definition is the ability of an organizational unit to achieve the desired goals, efficiency is always associated with the organizational goals that must be achieved by the agency" (Agus Maulana, 2005). The definition of efficiency often has to do with the effective and efficient use of time, effort, money, raw materials, and other resources.

2.3 Business Venture

Business is one of the activities in the economic field. Business in a broad sense is a general term that describes an activity and institution that produces goods and services in daily life. Business is an activity carried out by individuals and groups of people (organizations) that create value through the creation of goods and services to meet the needs of society and obtain profits through transactions. Max Weber, a German sociologist, defined venture as an effort directed at the achievement of economic goals through the production or exchange of goods or services. Weber emphasized the importance of rationality in managing business (Max Weber (1864-1920) (1904)). As Buchari Alma quotes in his book on the introduction to business, explaining business is, the activity of individuals to do something organized to produce and sell goods and services for the benefit of meeting the needs of the community (Buchari Alma, 2013).

Methods

Qualitative Research

Qualitative research methods are research methods that are descriptive and analytical. The results of the research that are highlighted are the process. Related to the theoretical foundation that can be used is the researcher's sense of subjectivity. Another term for qualitative research is the naturalistic method, because it is written based on the conditions and situations of the subject being studied.

Result and Discussion

Indicates that the Company uses several operational control strategies to improve the efficiency of their business ventures. First, operational efficiency carried out by the company in controlling production goods implements proper product quality control in accordance with established operational standards and product quality. Second, the use of advanced technology can streamline time in producing goods, this will also minimize the need for human labor so that it can save expenses for workers' salaries. In addition, information technology also helps in promoting products, this will be efficient in shortening time and effort. Third, Involving employees in decision-making taken by the company both in the company's operations through company programs, namely employee training or employee development. It includes efficiency in the use of resources, smooth operational processes, effective cost control, and delivery of quality products or services to customers

In the discussion, it was shown that the operational control strategy implemented by the Company has succeeded in increasing business efficiency in the business carried out because it has succeeded in increasing the company's business efficiency. With the right procedures and controls, the company can produce high-quality products, the efficiency carried out by the

company also minimizes the company's expenses because of the use of advanced technology used by the company to save the resources needed so as to save the cost of human resources in salaried employees, in addition to this it also minimizes the company's losses due to damage to defective goods or products. The implementation of the company's information technology also helps the company, including information on what is being desired by the market, whether the products produced can be accepted by the market, and the use of information technology in the speed of promoting products. Technology will make the company's operations easier and the company's efficiency.

Involving employees in the company's operational decision-making will also provide benefits for the company and employees including increasing the sense of responsibility for employees, the trust given by the company through employee involvement in decision-making, can naturally encourage employees to show their best performance so that they are encouraged to be creative and innovative, and Employees are the vanguard in relationships with consumers, because it is employees who often interact with consumers directly and intensely. When employees are involved in decision-making to determine what strategies to do to improve customer satisfaction, it is believed that this decision-making can be more effective than without employee involvement. This employee involvement can certainly increase business efficiency and productivity.

Conclusion

From this study, it can be concluded that a good operational control strategy can increase business efficiency. Many Companies have successfully implemented such strategies and obtained positive results. In order to improve business efficiency, companies must consider good product quality, proper implementation of information technology, and involve employees in the operational decision-making process. This will affect the company's operations so as to achieve optimal results.

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